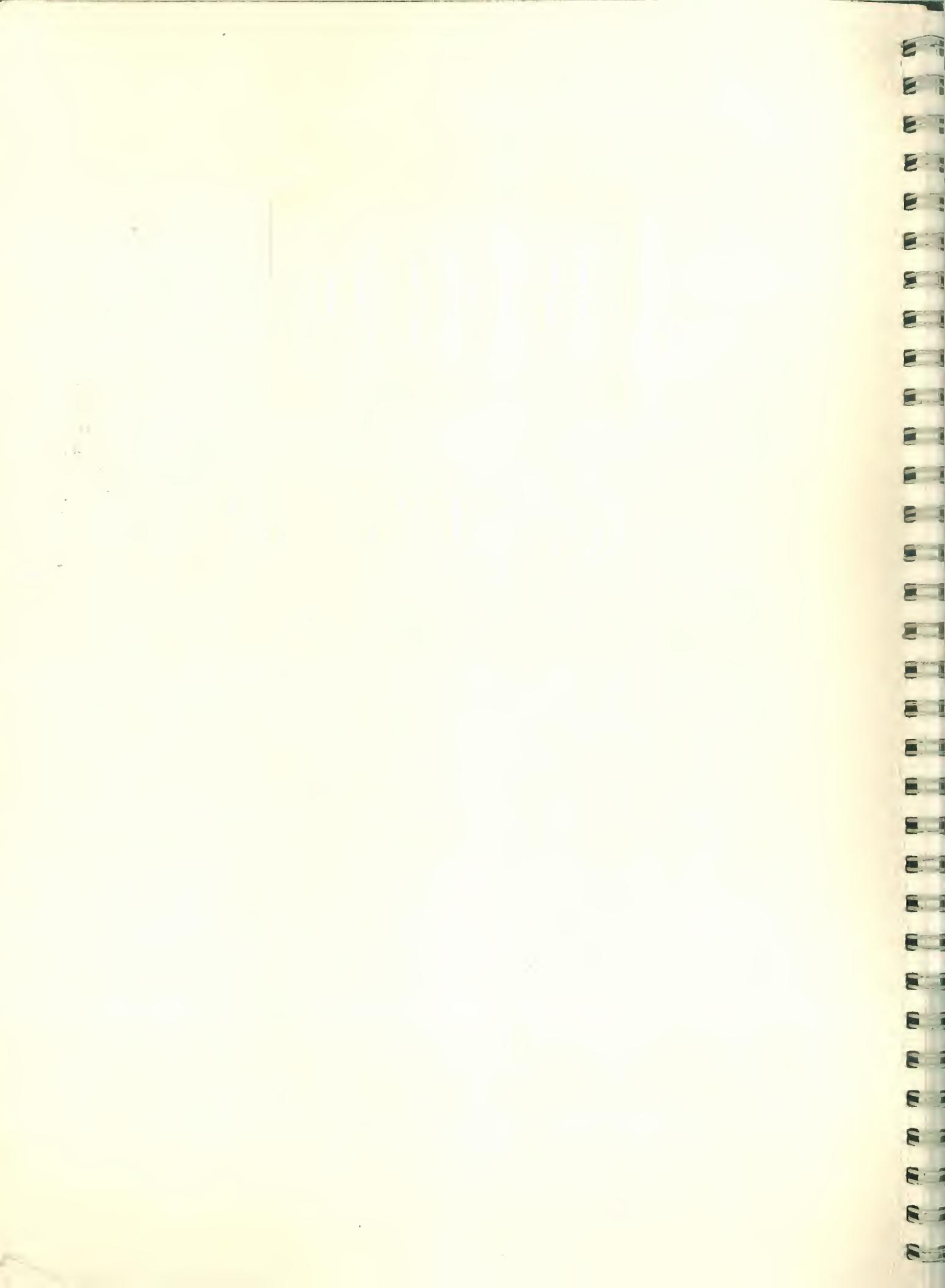


**BIRD**

**FLOOR COVERINGS**  
*Styled for 1951*

**BIRD**  
& SON, inc.  
Established 1795



# BIRD

## FLOOR COVERINGS

*Styled for 1951*

LINOLEUM

TILE

A tasteful selection of current best sellers  
and new designs with  
consumer-tested appeal . . . your assurance  
of continued Sales Leadership in

ARMORLITE

### Bird Rugs and Floor Coverings

NEW YORK, N.Y.



CHICAGO, ILL.

EAST WALPOLE, MASS.  
SHREVEPORT, LA.

ECONOMY

*This is*  
**BIRD**  
**& SON, inc.**



*Top Left*

Norwood Roofing Plant

*Top Right*

Waterloo, Arkansas Refinery

*Circle*

Shreveport Roofing Plant

*Center Left*

Chicago Roofing Plant

*Bottom Left*

Norwood Flooring Plant

*Bottom Right*

Phillipsdale, R.I.

Felt and Board Mill

## THIS IS BIRD & SON

THIS BOOK presents the next look in designs by our Flooring Division. In it you will find the fresh patterns, the rich colors, the style-wise, consumer-tested rugs and yard goods of Bird Armorlite, Bird Linoleum, Bird Duotone Linoleum Tile — the *complete* Bird line for your customers.

Perhaps you didn't know that Bird began in 1795—156 years ago, or that Bird was and still is a pioneer and a leading participant in industries other than Floor Covering.

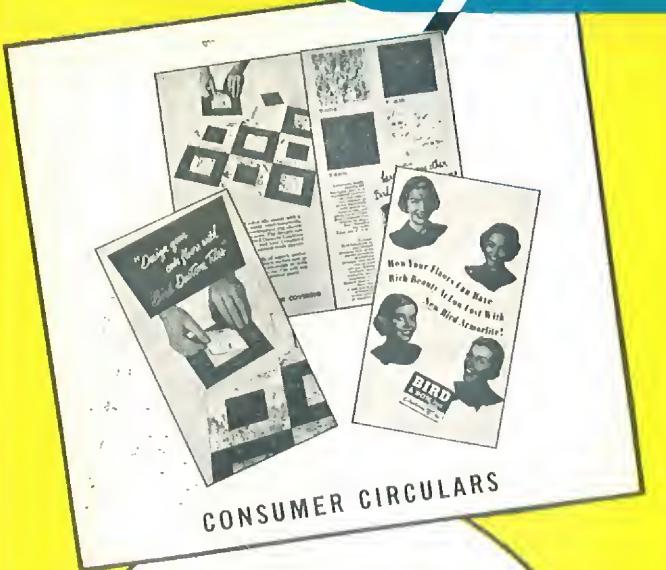
The pictures on these pages are all a part of Bird & Son's nationwide facilities. We think you will find them interesting, for they show the plants involved in Bird's unique method of quality control from raw material to finished product.

We think, too, they are proof that Bird products are and will continue to be products you and your customers can depend on. If this were not true our company could not otherwise continue to serve America for 156 years.



*Since 1795*

# You and BIRD



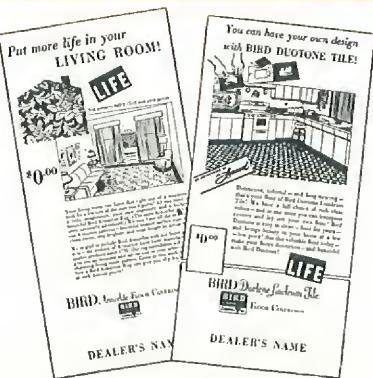
CONSUMER CIRCULARS



IDENTIFICATION SIGN



WINDOW STREAMER



ADVERTISING MATS

You hear a lot about what manufacturers can do for retailers in the form of advertising and sales promotional helps. Much of the material presented to you year in and year out is basic and fairly standard with all manufacturers. Bird too has a *complete* program of this type with all forms of display and sales promotional helps. Your Bird salesman or the distributor's salesman from whom you purchase Bird floor covering products can acquaint you with all phases of this program.

But, Bird has other effective items which we believe you will find unusual, *exclusive* and profitable in the operation of *your business*.

For example:

★National advertising in magazines that *you* would select — Ladies' Home Journal, Better Homes & Gardens

There are many features. You'll find it good business to find out more about the BIRD program for increasing your floor covering sales volume.

# ADVERTISING

★PLUS a major advertising program in THIS WEEK magazine with *local* coverage in the best newspapers in the country. 68% of the nation's buying potential is reached directly by this medium. You can advertise in the same paper that carries a full color ad on Bird Armorlite or Linoleum. This opportunity is exclusively yours with Bird.

★Cut-out letter identification materials for modern interior display use offered free — exclusively yours with Bird.

★A window display service — your window dressed by a professional decorator at no cost to you.\*

\*Available in most areas throughout the U. S. Ask your distributor or Bird salesman.

BIRD ARMORLITE



CONSUMER ADVERTISING



PATTERN BOOK



TILE SELLING UNIT



# BIRD Linoleum

MARBLEIZED PATTERNS THAT GIVE  
ROOMS ATTRACTIVE DISTINCTION  
THROUGH YEAR AFTER YEAR OF  
HARD SERVICE



**BIRD**  
& SON, inc.  
BIRD  
Established 1795

# BIRD Linoleum

## MARBLEIZED



No. 0200	Standard Gauge	2 yds. wide
No. 0100	Light Gauge	2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0203 Standard Gauge

2 yds. wide

No. 0103 Light Gauge

2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0204 Standard Gauge

2 yds. wide

No. 0104 Light Gauge

2 yds. wide

BIRD Linoleum

MARBLEIZED



No. 0206 Standard Gauge      2 yds. wide  
No. 0106 Light Gauge      2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0207 Standard Gauge

2 yds. wide

No. 0107 Light Gauge

2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0208 Standard Gauge

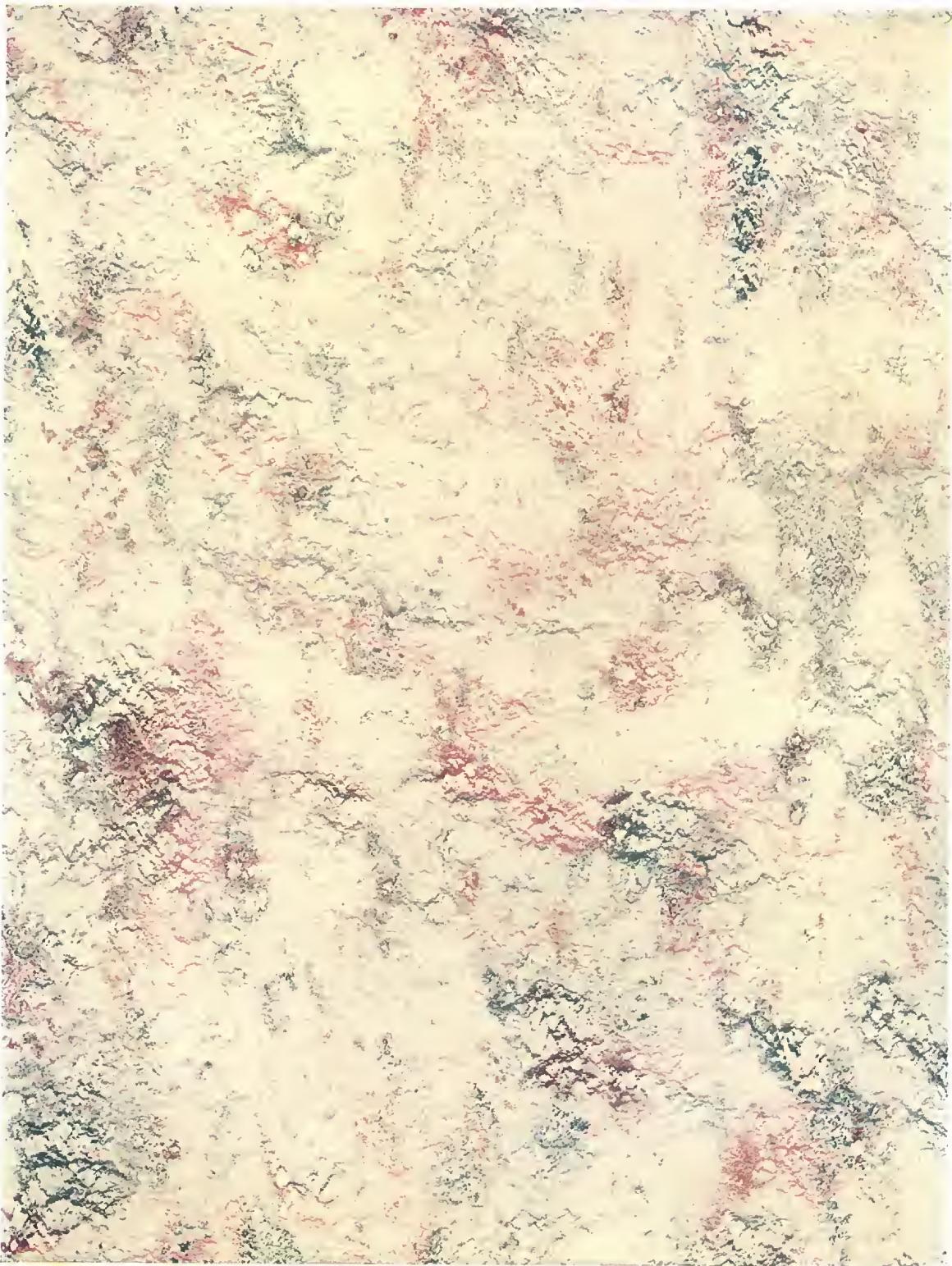
2 yds. wide

No. 0108 Light Gauge

2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0209 Standard Gauge  
No. 0109 Light Gauge

2 yds. wide  
2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0214 Standard Gauge

2 yds. wide

No. 0114 Light Gauge

2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0220 Standard Gauge 2 yds. wide  
No. 0120 Light Gauge 2 yds. wide

BIRD Linoleum

MARBLEIZED



No. 0223 Standard Gauge 2 yds. wide  
No. 0123 Light Gauge 2 yds. wide

# BIRD Linoleum

## MARBLEIZED



No. 0225 Standard Gauge	2 yds. wide
No. 0125 Light Gauge	2 yds. wide

# BIRD Linoleum

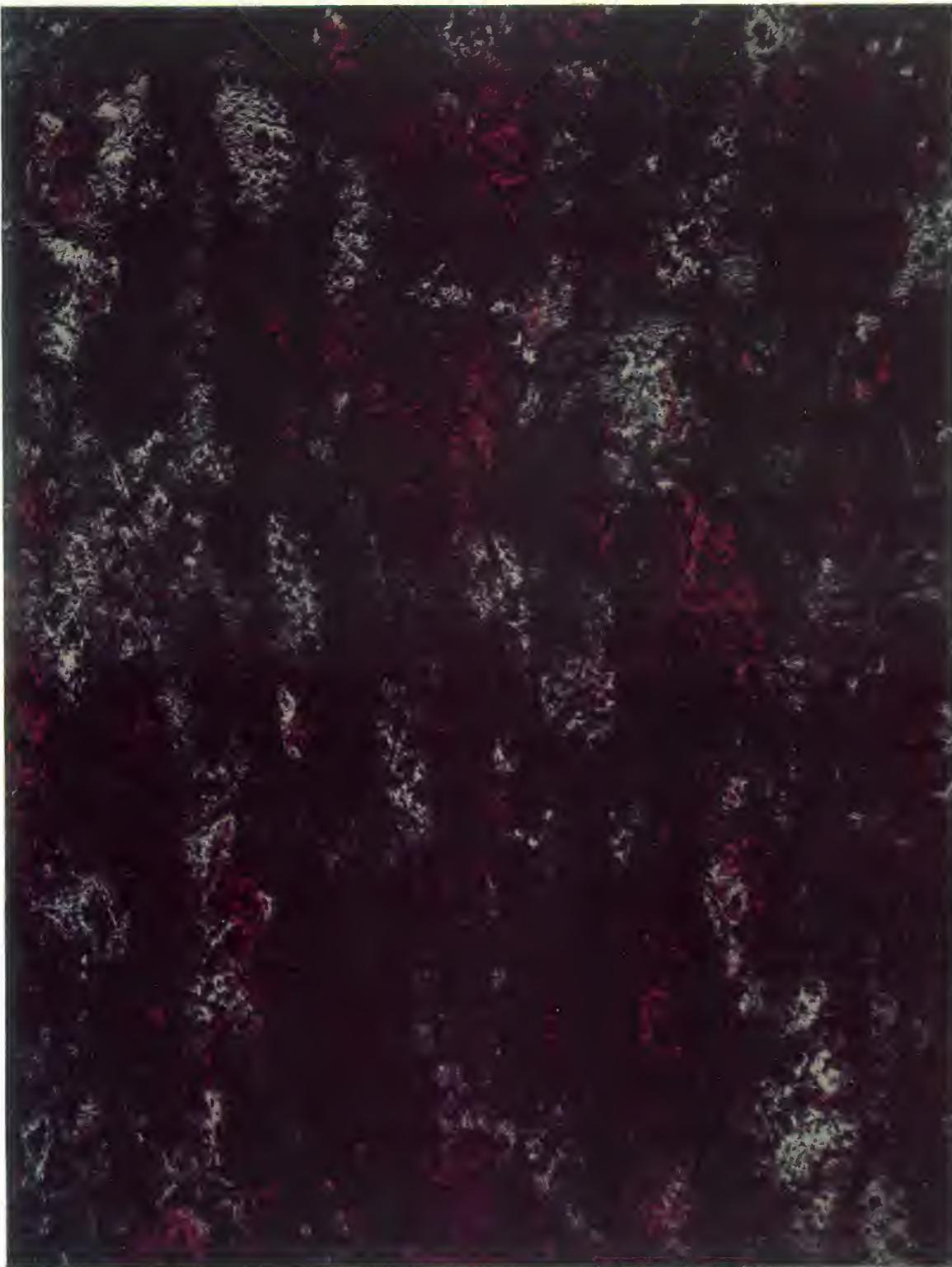
## MARBLEIZED



No. 0228 Standard Gauge      2 yds. wide  
No. 0128 Light Gauge      2 yds. wide

# BIRD Linoleum

MARBLEIZED



No. 0229 Standard Gauge

2 yds. wide

**BIRD Linoleum**

MARBLEIZED



No. 0235 Standard Gauge      2 yds. wide  
No. 0135 Light Gauge      2 yds. wide

# BIRD Linoleum

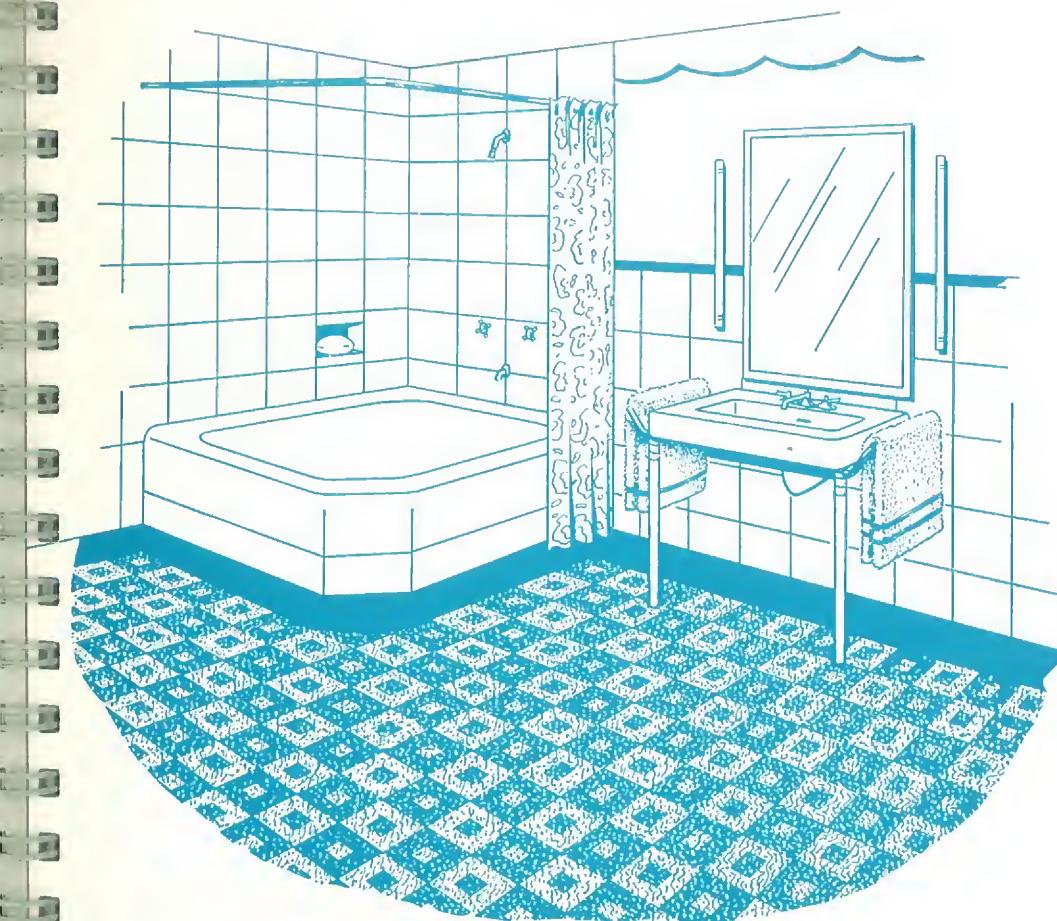
## MARBLEIZED



No. 0251 Standard Gauge      2 yds. wide  
No. 0151 Light Gauge      2 yds. wide

# BIRD Linoleum and Duotone Tile

TWO SMART FLOOR COVERINGS  
THAT GIVE OPPORTUNITY FOR A  
VARIETY OF DESIGNS IN A WIDE  
RANGE OF BEAUTIFUL COLORS



**BIRD**  
& SON, inc.  
BIRD  
1795  
Established 1795



## **BIRD Linoleum Tile**

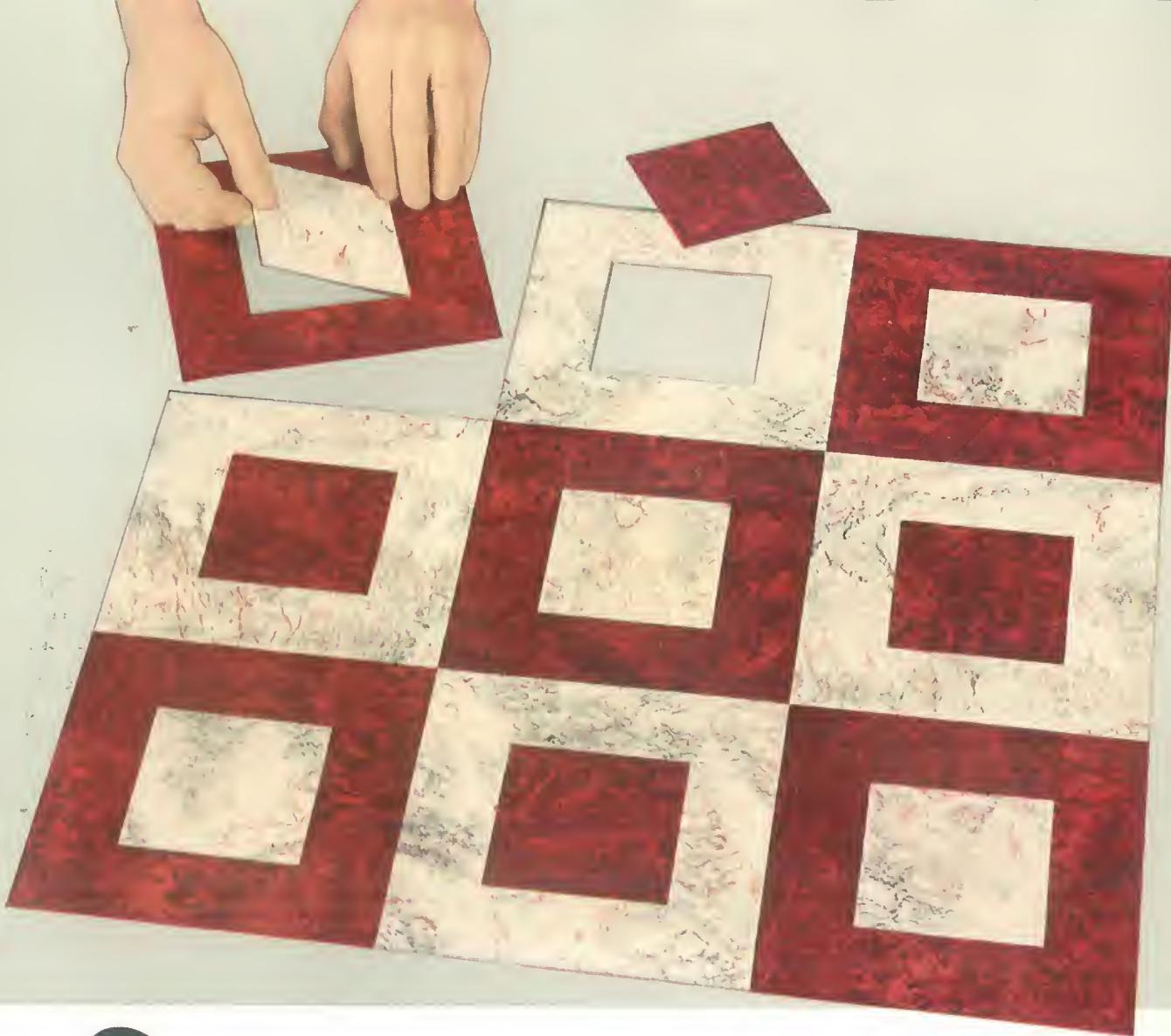
The following pages show the wide variety of marbleized colors now available in 9" x 9" Bird Linoleum Tile. Quality-made standard gauge linoleum built to last for years and years; color goes clear through to base. All Bird Linoleum is beautifully marbleized to provide both pattern effect and a restful, comfortable floor under foot.

*Note:* All Bird Linoleum Tiles are matched with 2 yds. wide Roll Goods and carry a similar number. For example, Linoleum Tile #T-0225 is matched by Yard Goods #0225.

## **BIRD Duotone Linoleum Tile**

For a really striking custom designed floor covering for kitchen or game room, here is the perfect answer — Bird Duotone Linoleum Tile, pictured on the following pages. The Duotone (two-color) effect is the result of switching the die-cut centers of 7½" x 7½" Linoleum Tiles. By selecting two or more harmonizing colors, the homeowner can then lay a floor pattern of his own design. Easy-to-follow directions come in every box of tile. Tile centers are switched on the job (see sketch). An occasional tile left with center intact adds a point of interest to the tile-within-a-tile pattern. Important, too, Bird Duotone Linoleum Tile is easy to keep clean and polished.





# Design your own "custom-cut" floors with **BIRD Duotone Linoleum Tile**



This brand-new linoleum tile is the cleverest floor covering idea in years. Its patented cut-out feature makes it possible to lay a floor in a pattern of your own design! Tiles may be used as they come—in plain color—or with centers removed and fitted snugly into tiles of another color. In this way, innumerable combinations of colors and patterns can be used to follow any design you wish. Your completed floor will look like expensive "custom-cut" tile.

Best of all, Bird Duotone Tile is so easy to lay, anyone can do it. Just follow the simple directions in the booklet furnished. You'll have a strikingly "different" floor that's extremely attractive and easy to keep polished and clean.

Note: Tile centers are transposed on the job prior to laying.

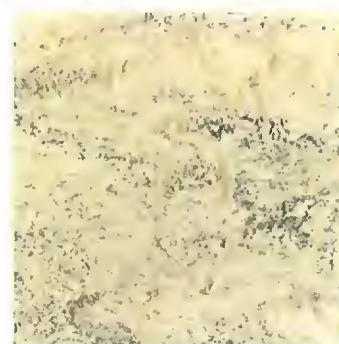
# BIRD Linoleum Tile



T-0228



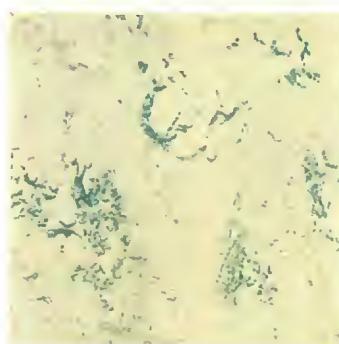
T-0225



T-0204



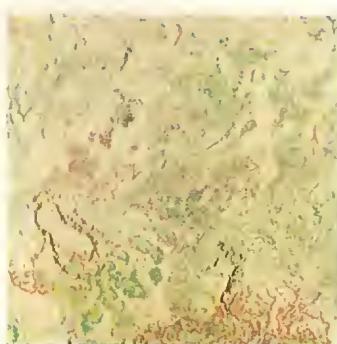
T-0200



T-0220



T-0203



T-0208



T-0223



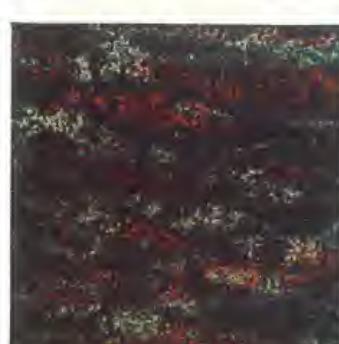
T-0209



T-0206



T-0207



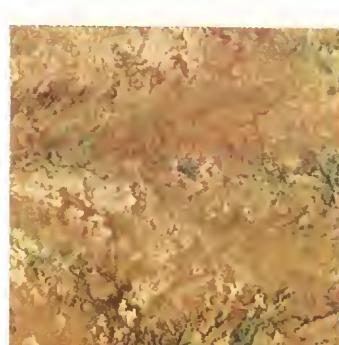
T-0229



T-0214



T-0235

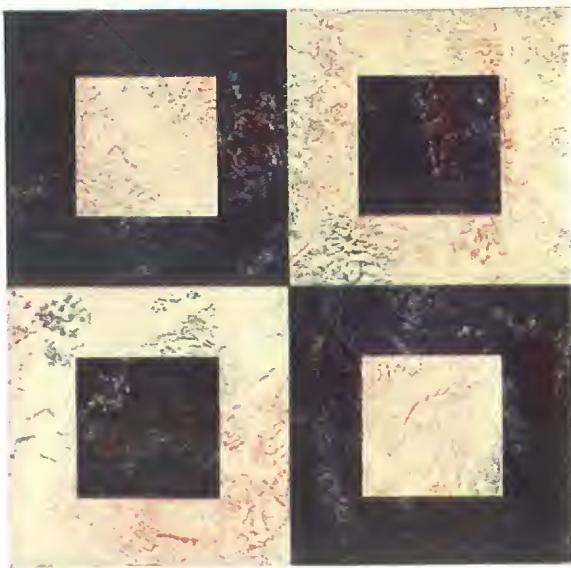


T-0251

# *A few combinations in BIRD Ductone Linoleum Tile*



D-0225-0214



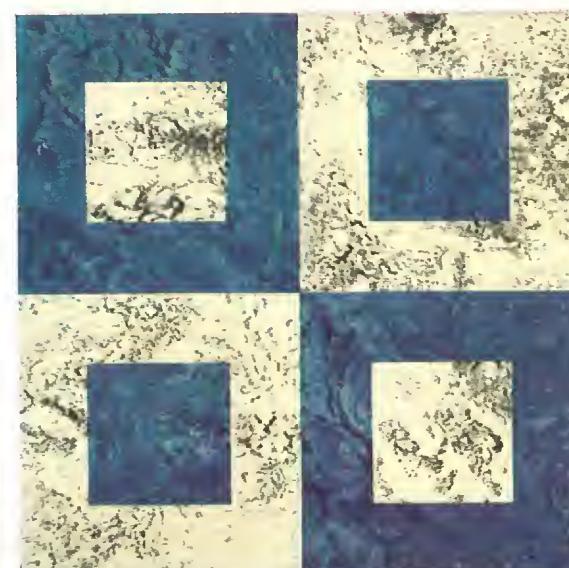
D-0229-0209



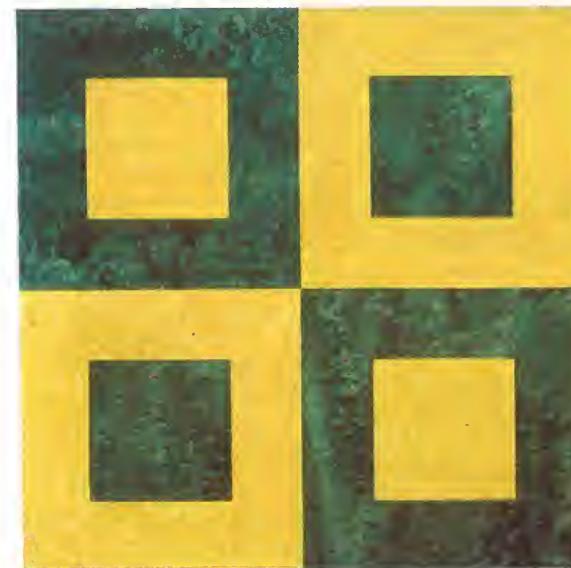
D-0208-0225



D-0251-0208



D-0203-0204



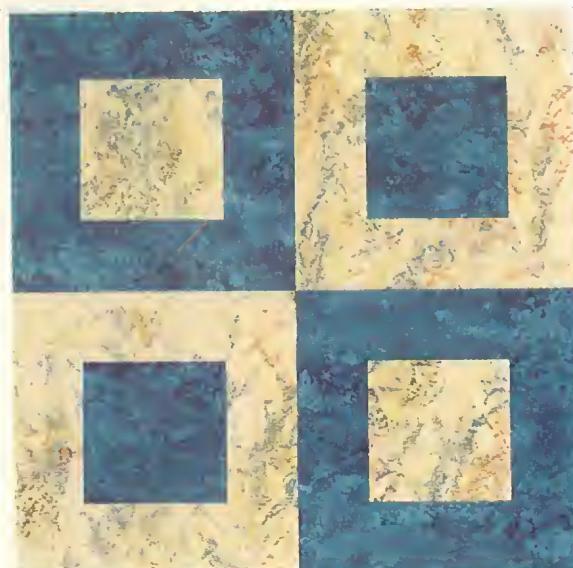
D-0200-0207



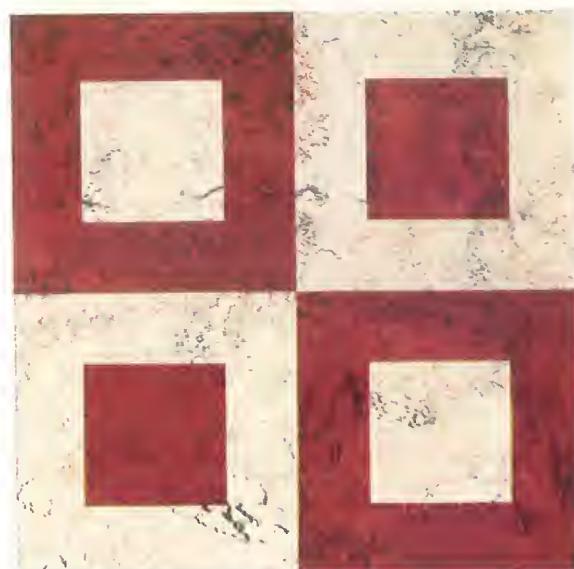
D-0208-0200



D-0207-0223



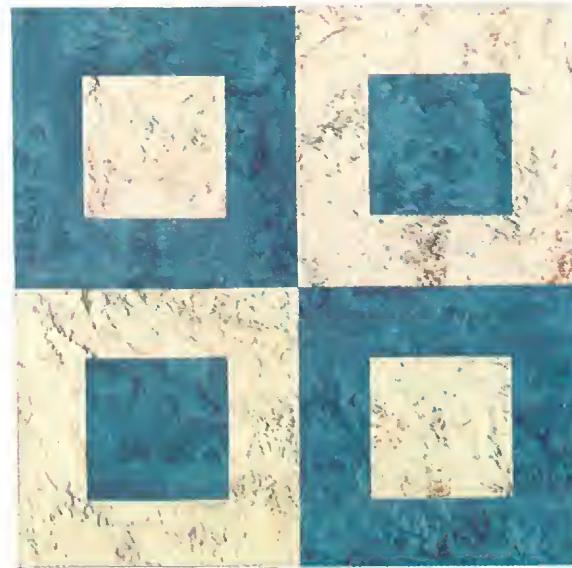
D-0228-0203



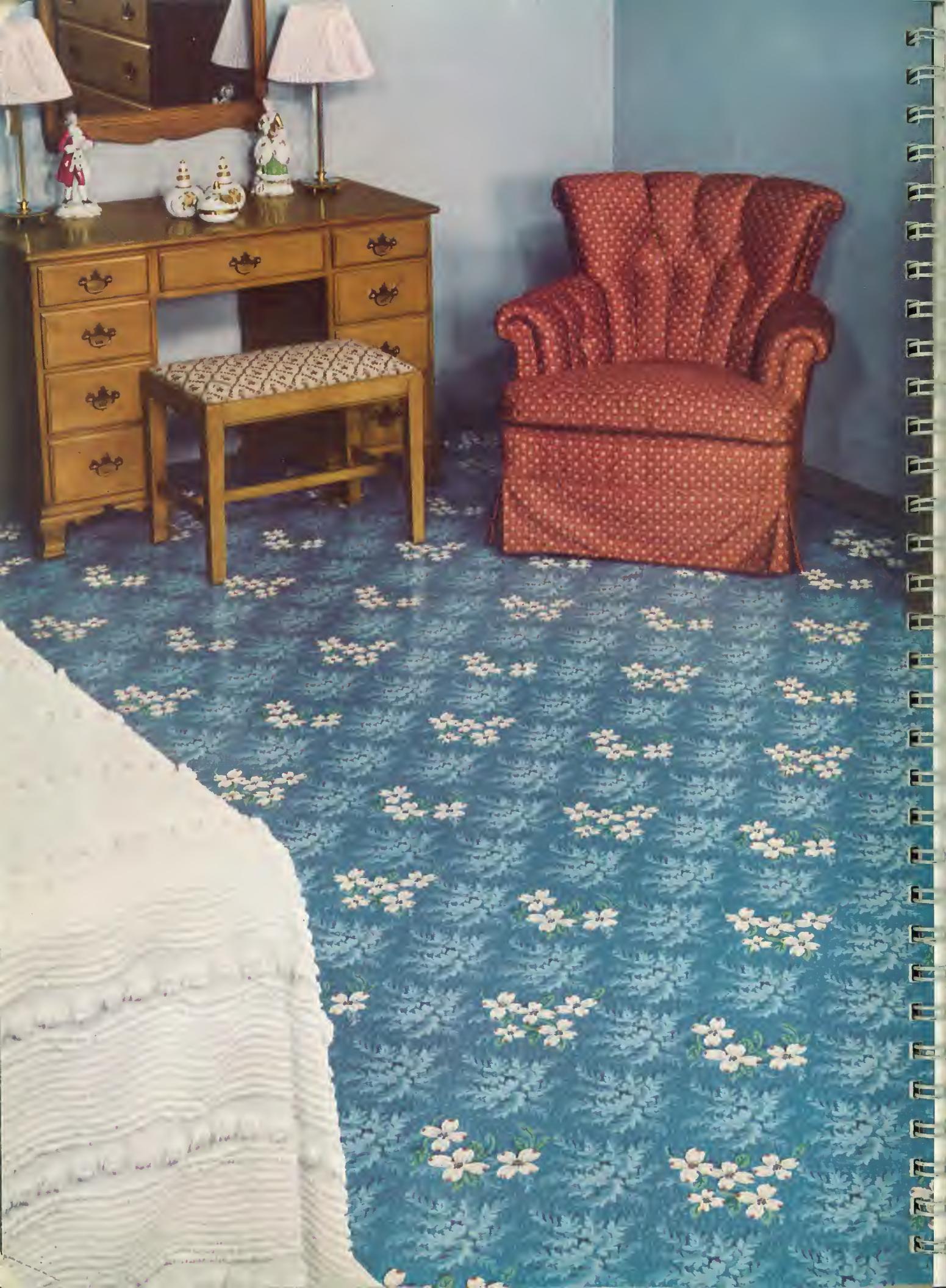
D-0209-0225



D-0220-0200



D-0209-0223



# BIRD Armorlite

## RUGS AND FLOOR COVERINGS

DECORATOR'S COLORS AND  
STRIKING PATTERNS THAT WILL  
HARMONIZE TASTEFULLY WITH  
THE CHARACTER OF EVERY  
ROOM, UPSTAIRS OR DOWN



# BIRD Armolite

## COLONIAL HOOKED



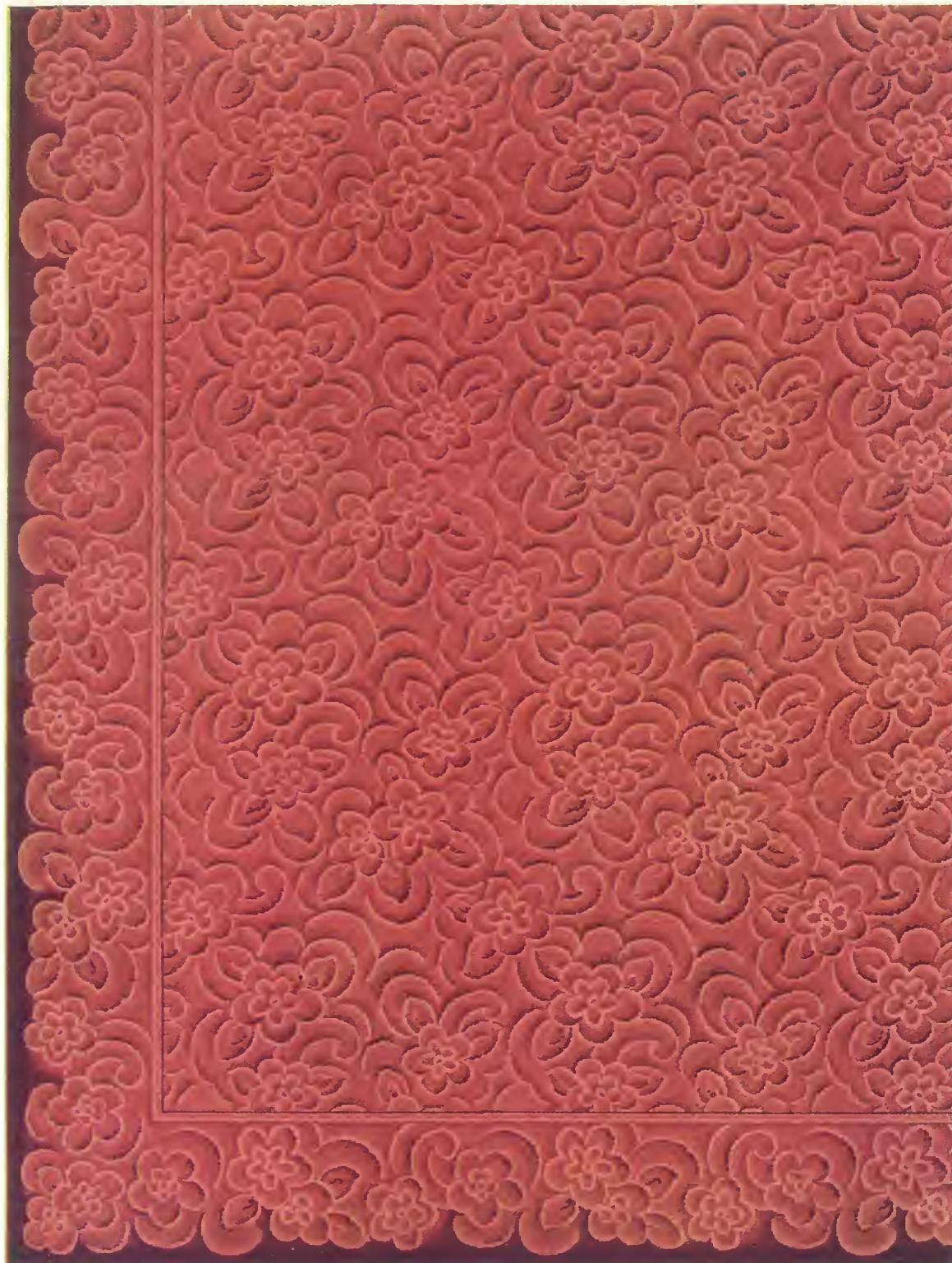
No. 6221  
Design Patented.

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

BIRD Armorlite

MODERN FLORAL TEXTURE



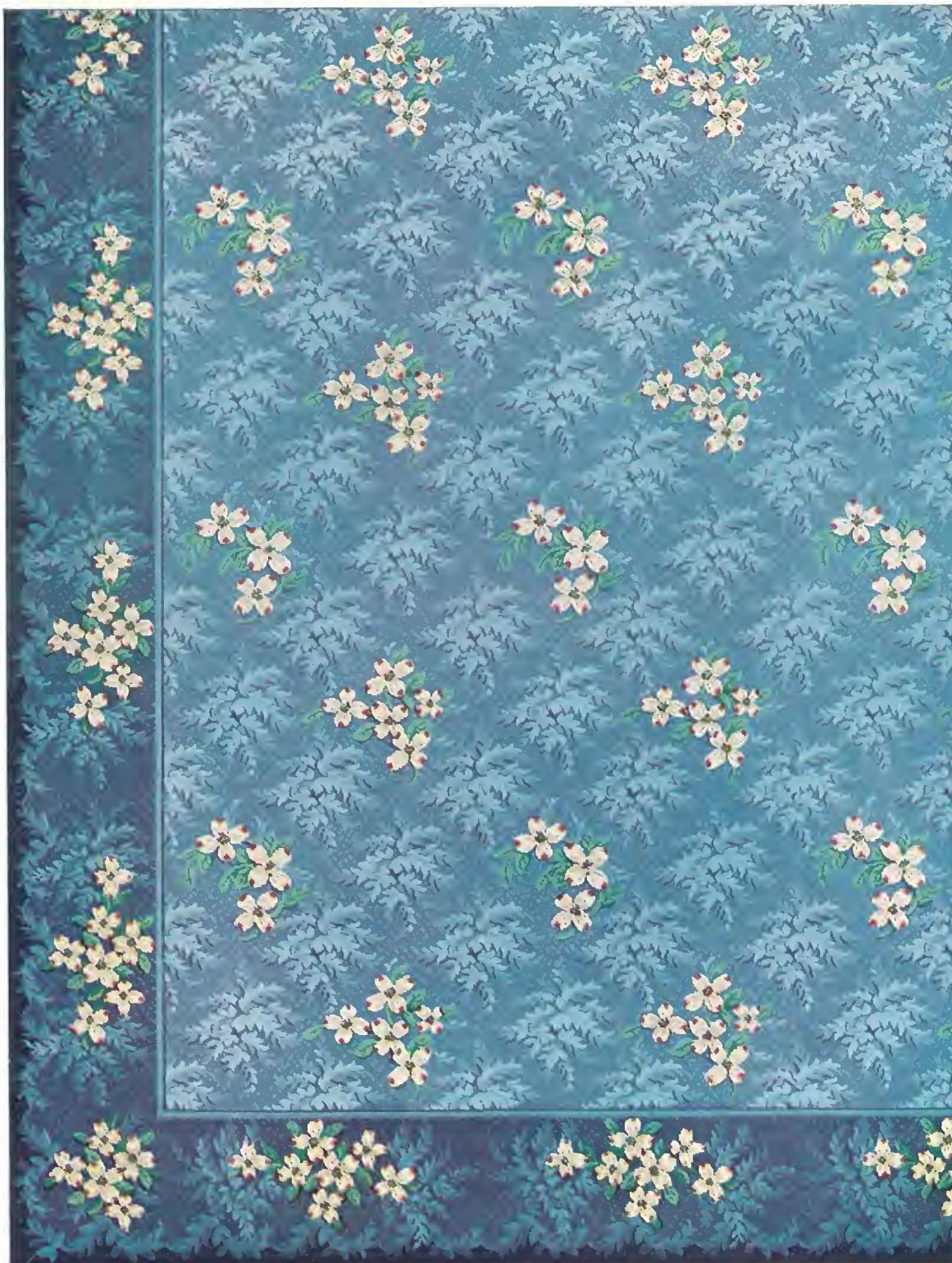
No. 6265

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

# BIRD Armorlite

## FLOWERING DOGWOOD



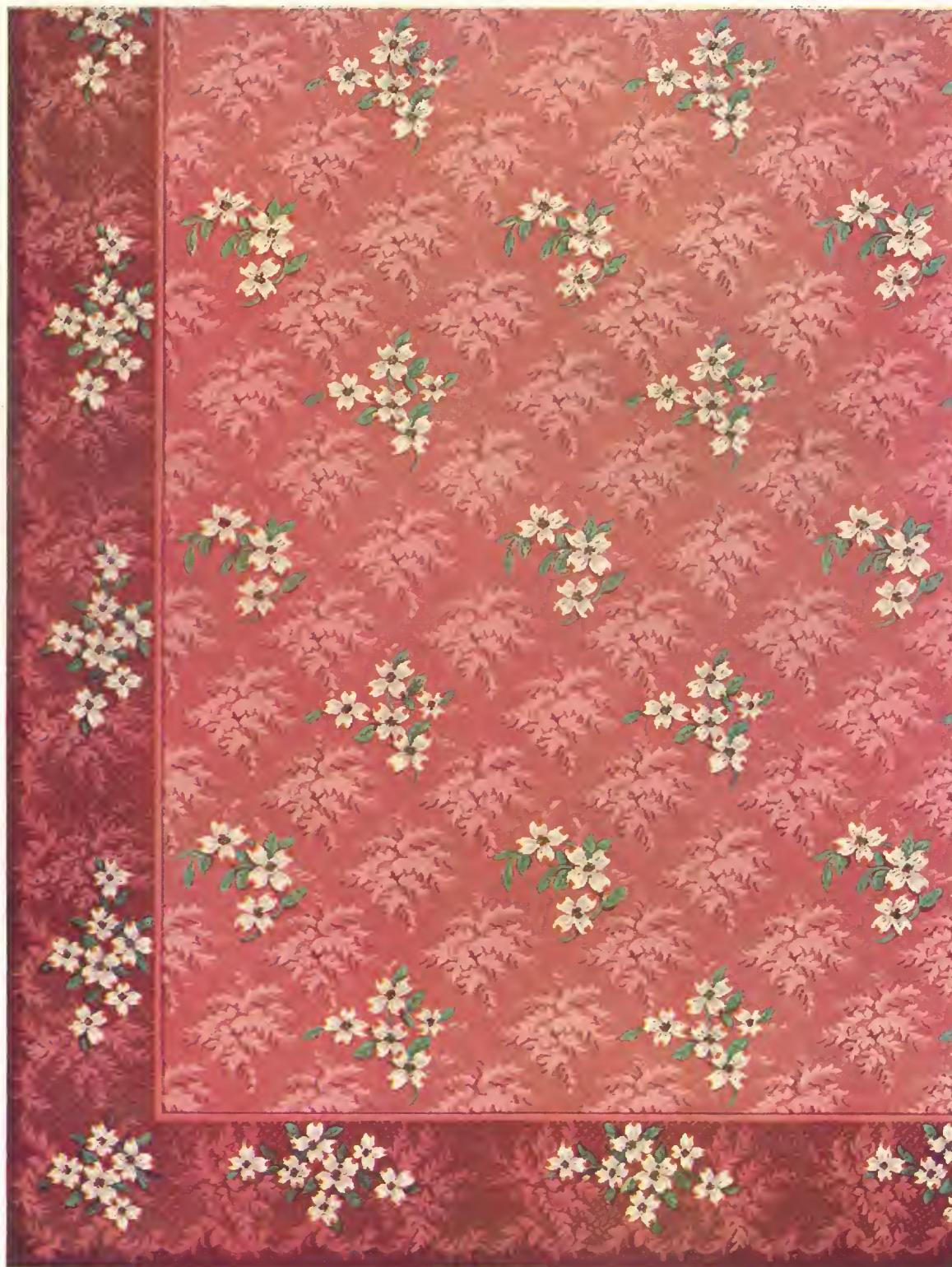
No. 6273

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

BIRD Armolite

FLOWERING DOGWOOD



No. 6275

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

# BIRD Armorlite

CAMELLIA FLORAL



No. 6291

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

BIRD Armorlite

CAMELLIA FLORAL



No. 6293

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

# BIRD Armorlite

## CAMELLIA FLORAL



No. 6295

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

BIRD Armolite

CARVED TEXTURE



No. 6310 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Armorlite

CARVED TEXTURE



No. 6313 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

BIRD Armorlite

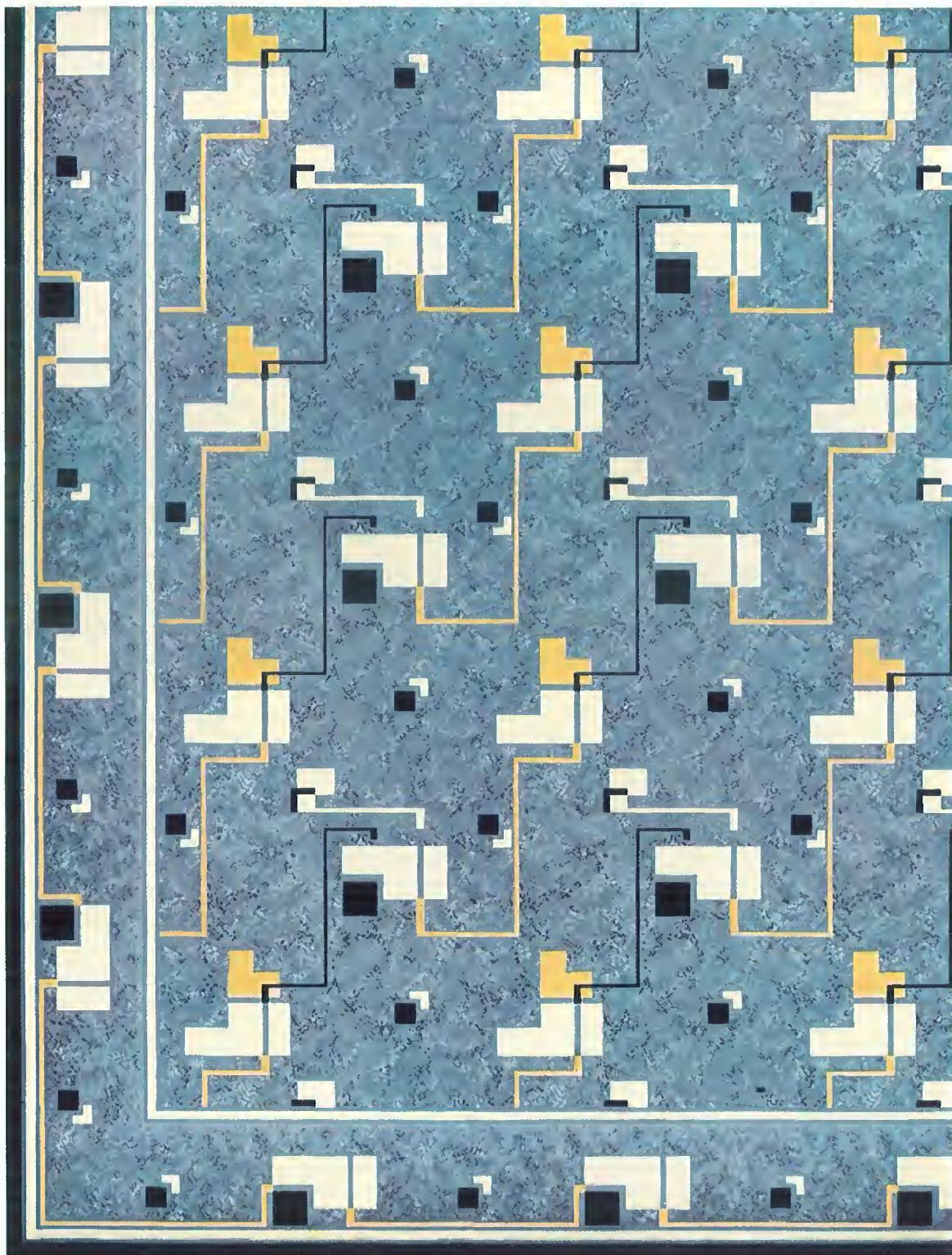
CARVED TEXTURE



No. 6315 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

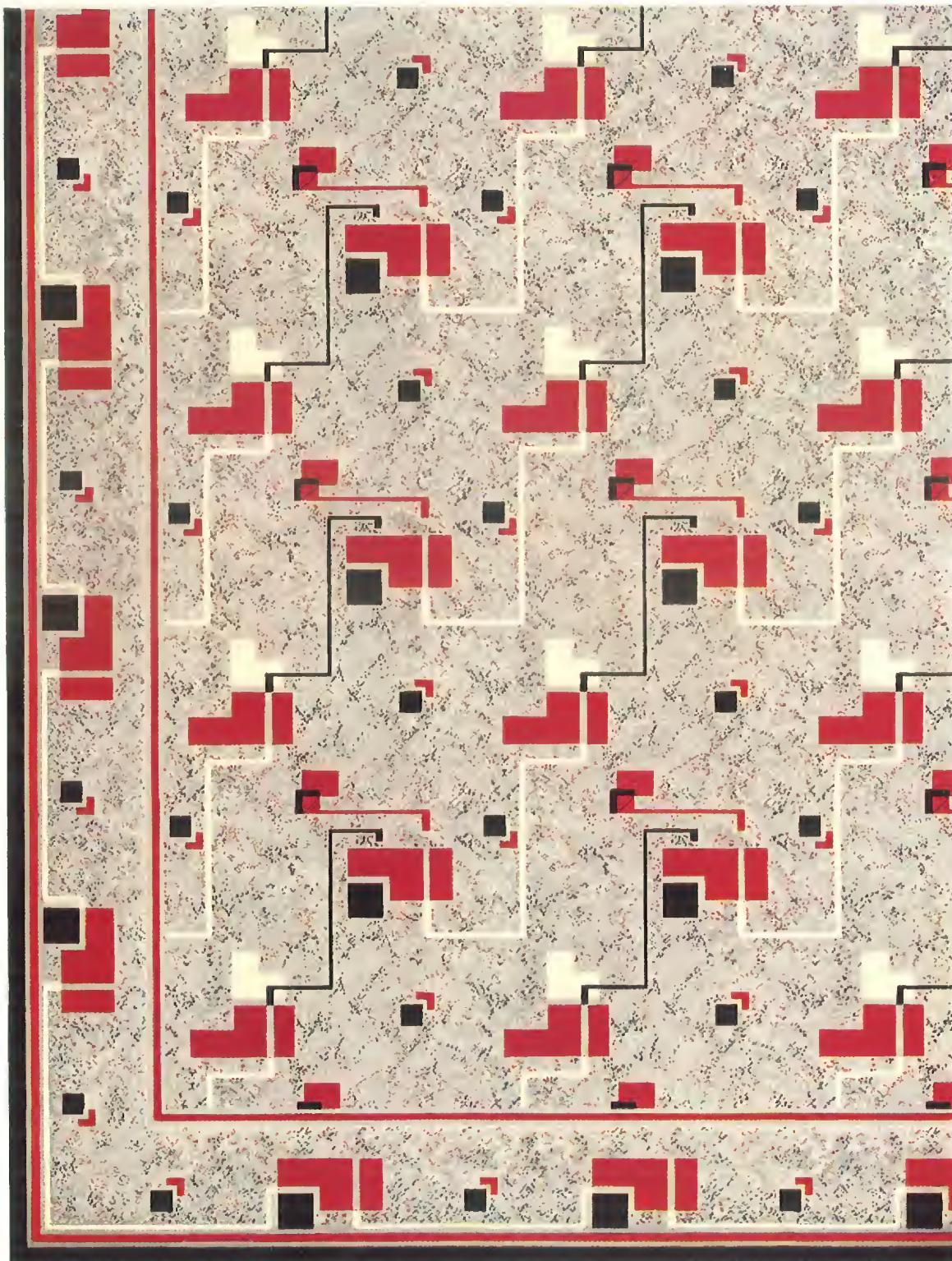
# BIRD Armolite

## CONNECTED OVERLAY



No. 6373 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

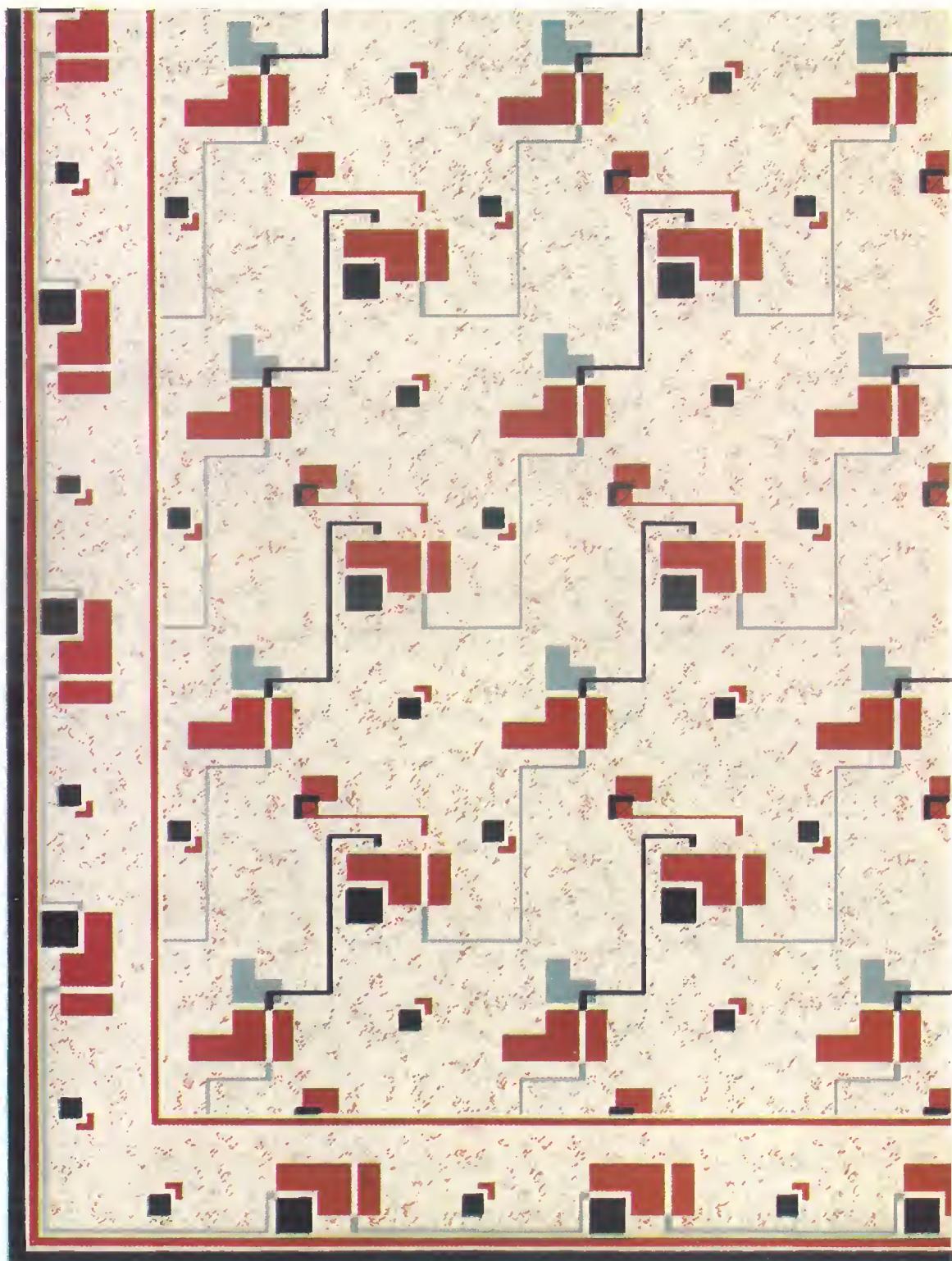
CONNECTED OVERLAY



No. 6374 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Armorlite

## CONNECTED OVERLAY



No. 6375 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

BIRD Armorlite

MODERN LEAF



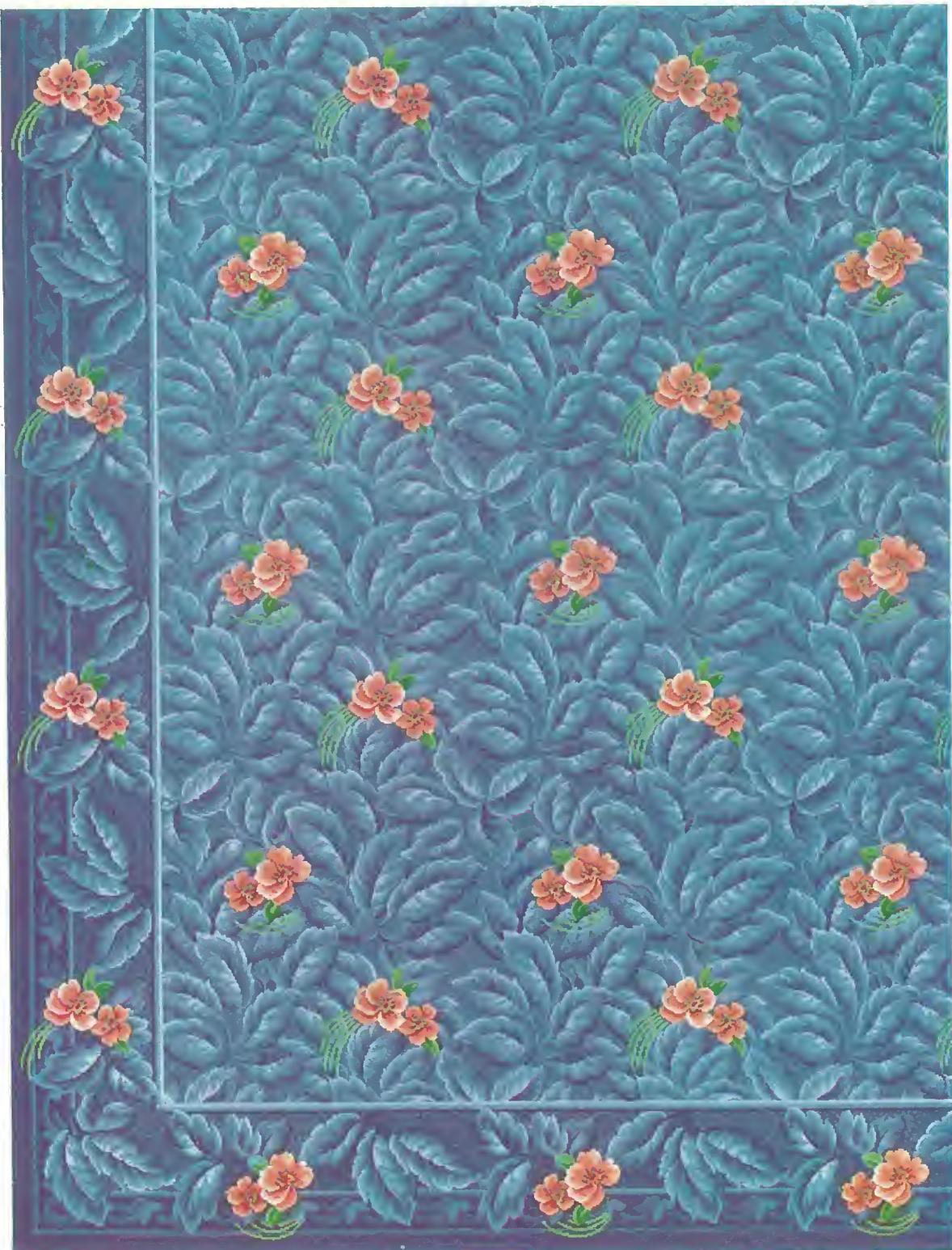
No. 6380

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 3 yds. wide

1/9 Actual Size

# BIRD Armorlite

## MODERN LEAF



No. 6383

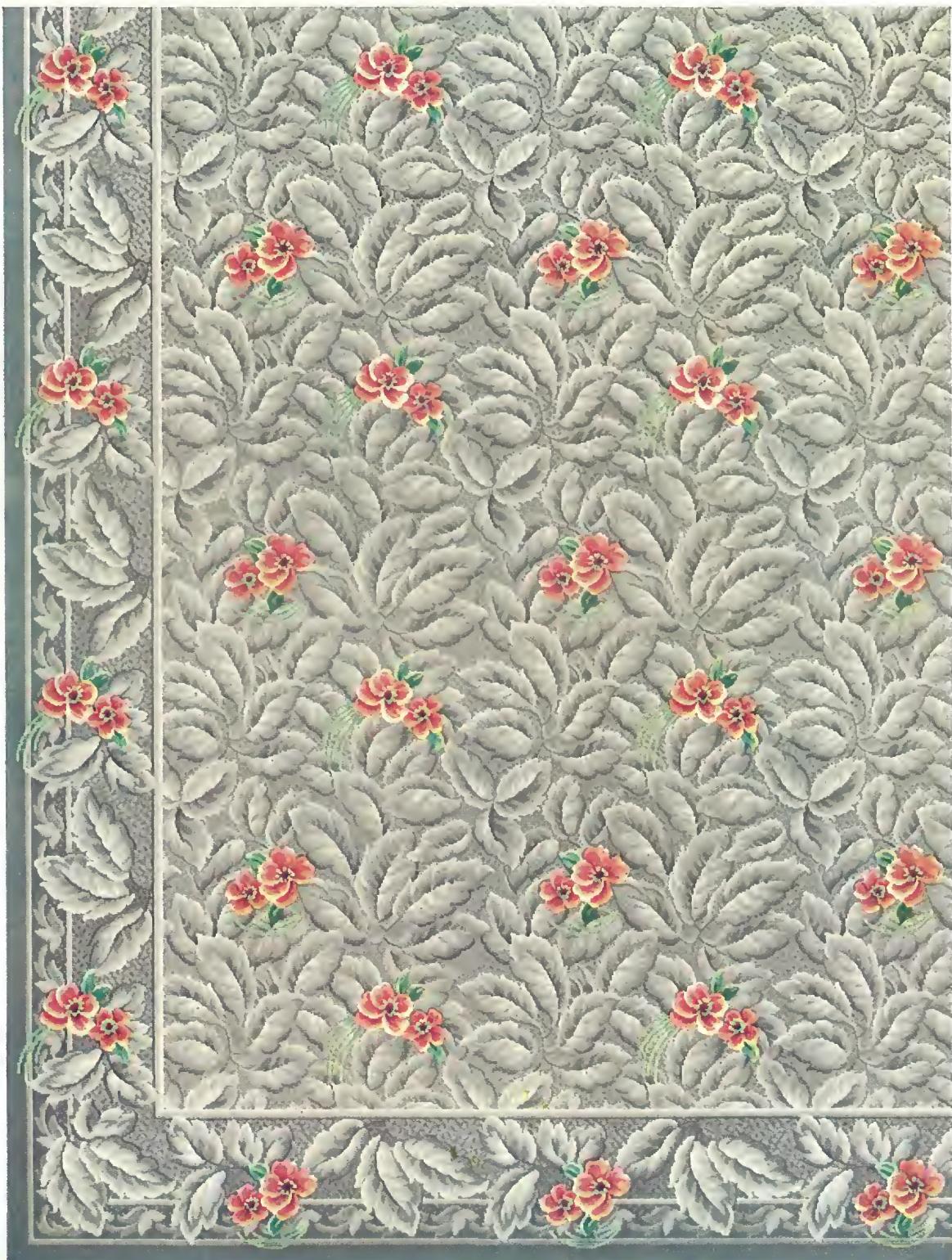
sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 3 yds. wide

1/9 Actual Size



# BIRD Armorlite

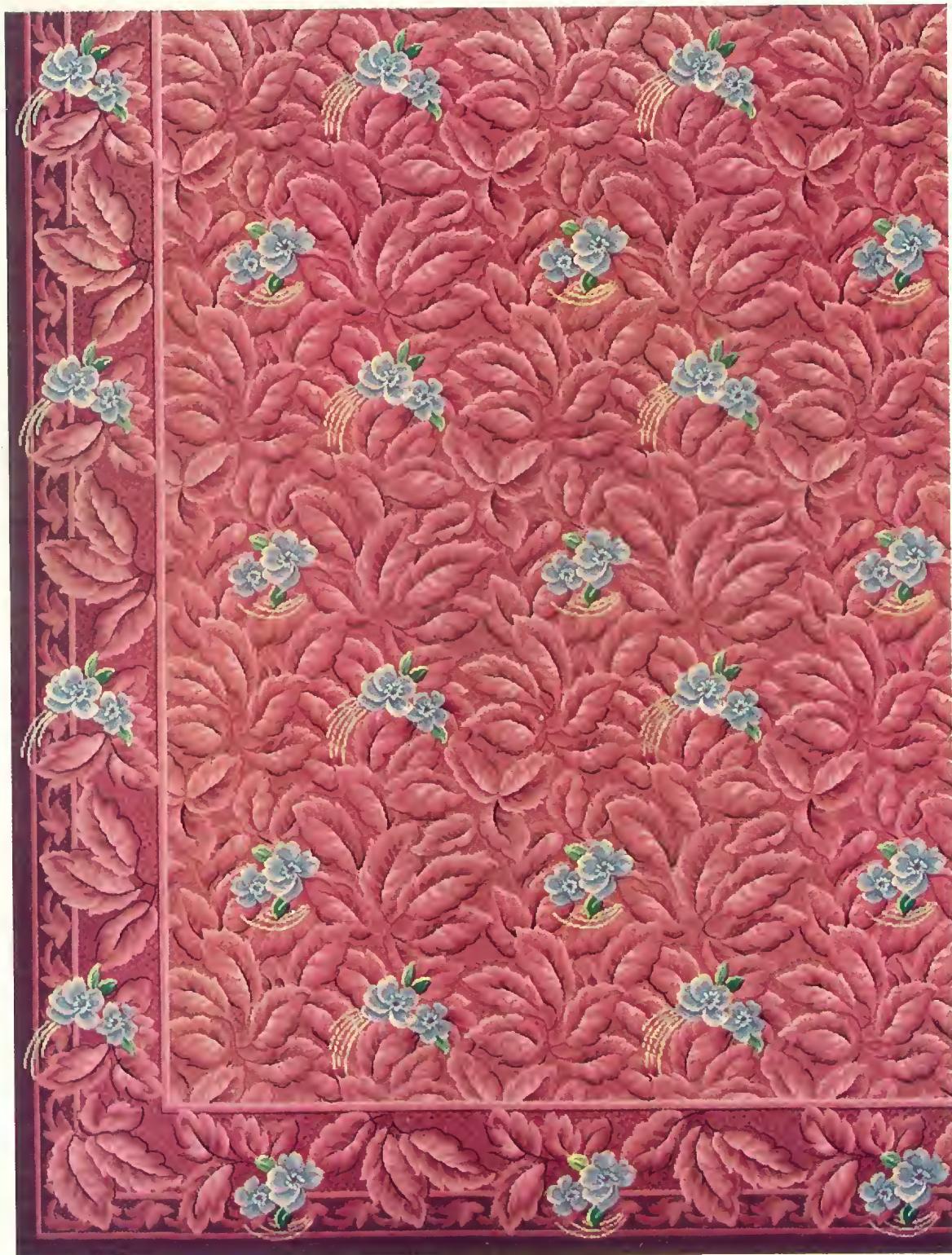
## MODERN LEAF



No. 6384 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

BIRD Armorlite

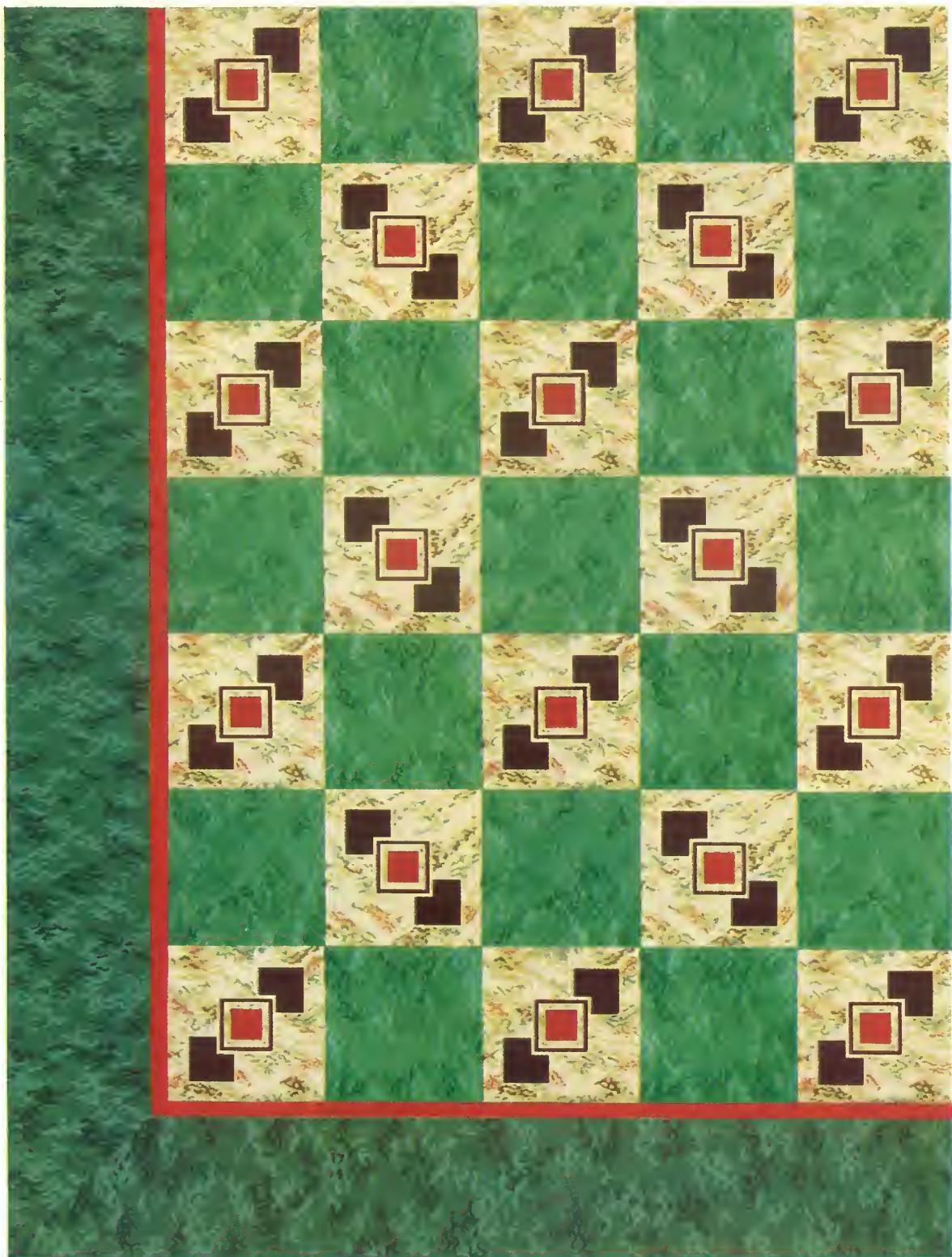
MODERN LEAF



No. 6385 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Armolite

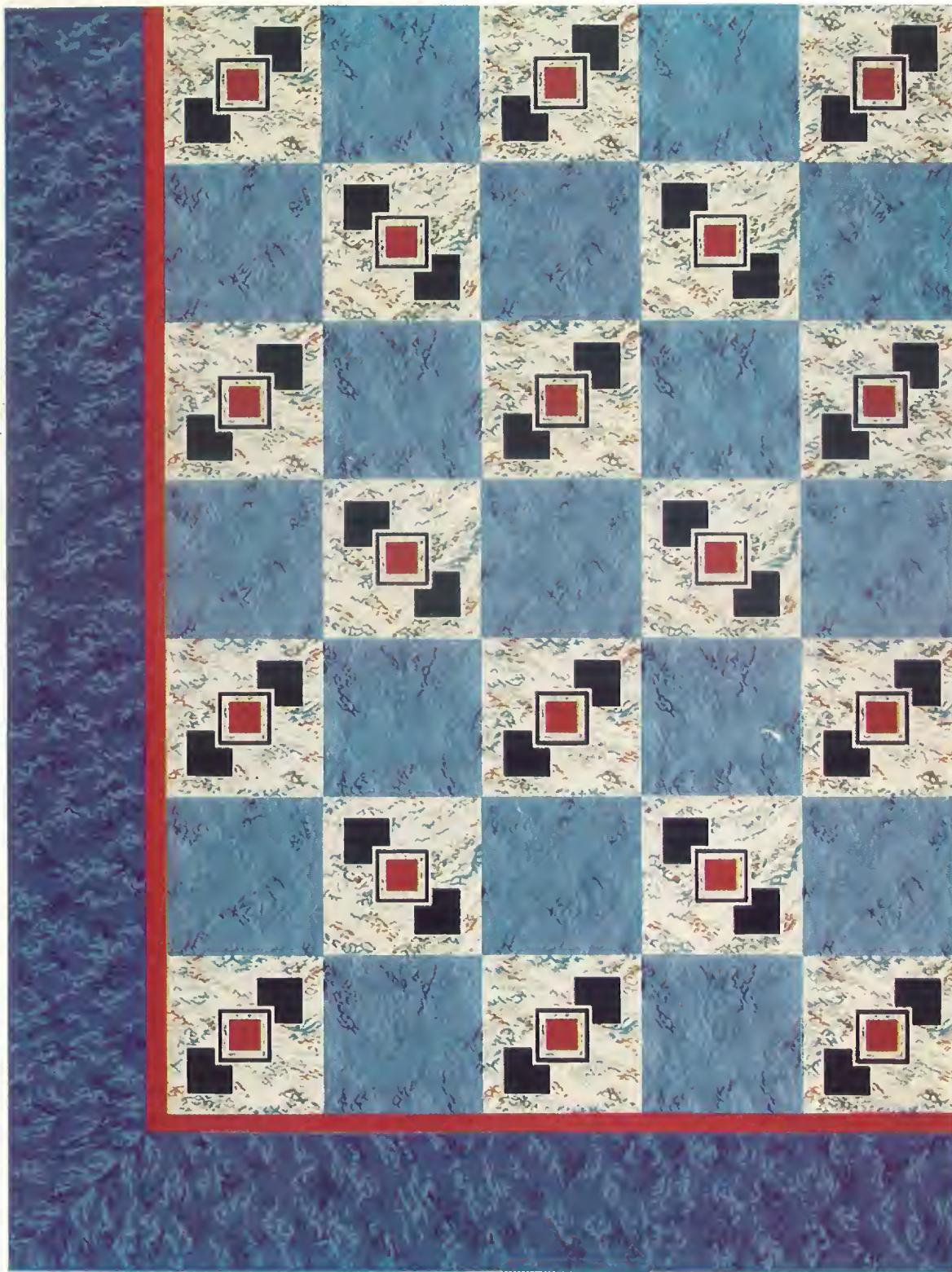
DECORATED BLOCK TILE



No. 6400 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

BIRD Armorlite

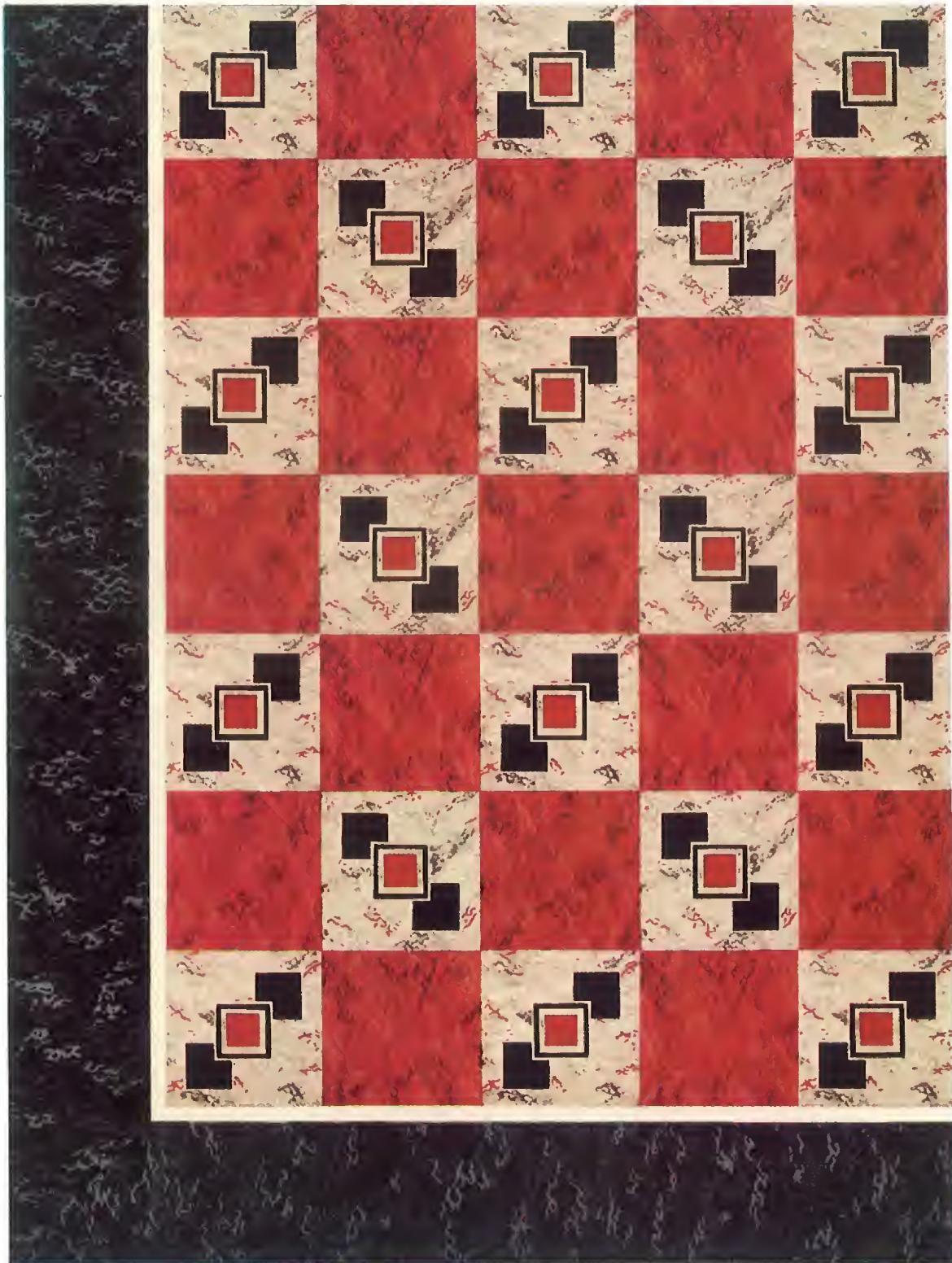
DECORATED BLOCK TILE



No. 6403 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Armorlite

## DECORATED BLOCK TILE



No. 6405 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

AMERICAN CLIPPER



No. 6453

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

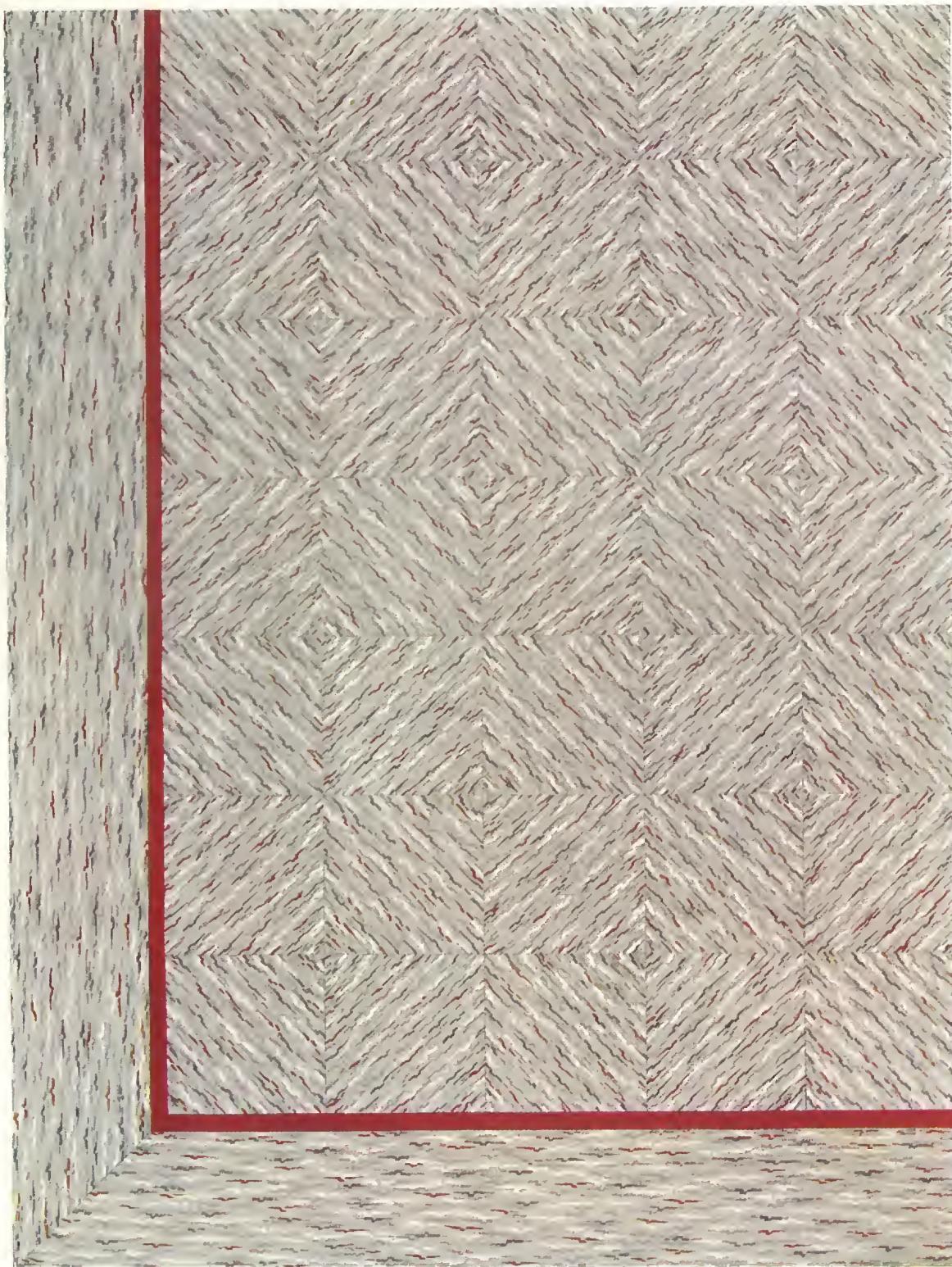
# BIRD Armortite

STRIATILE



No. 6460 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

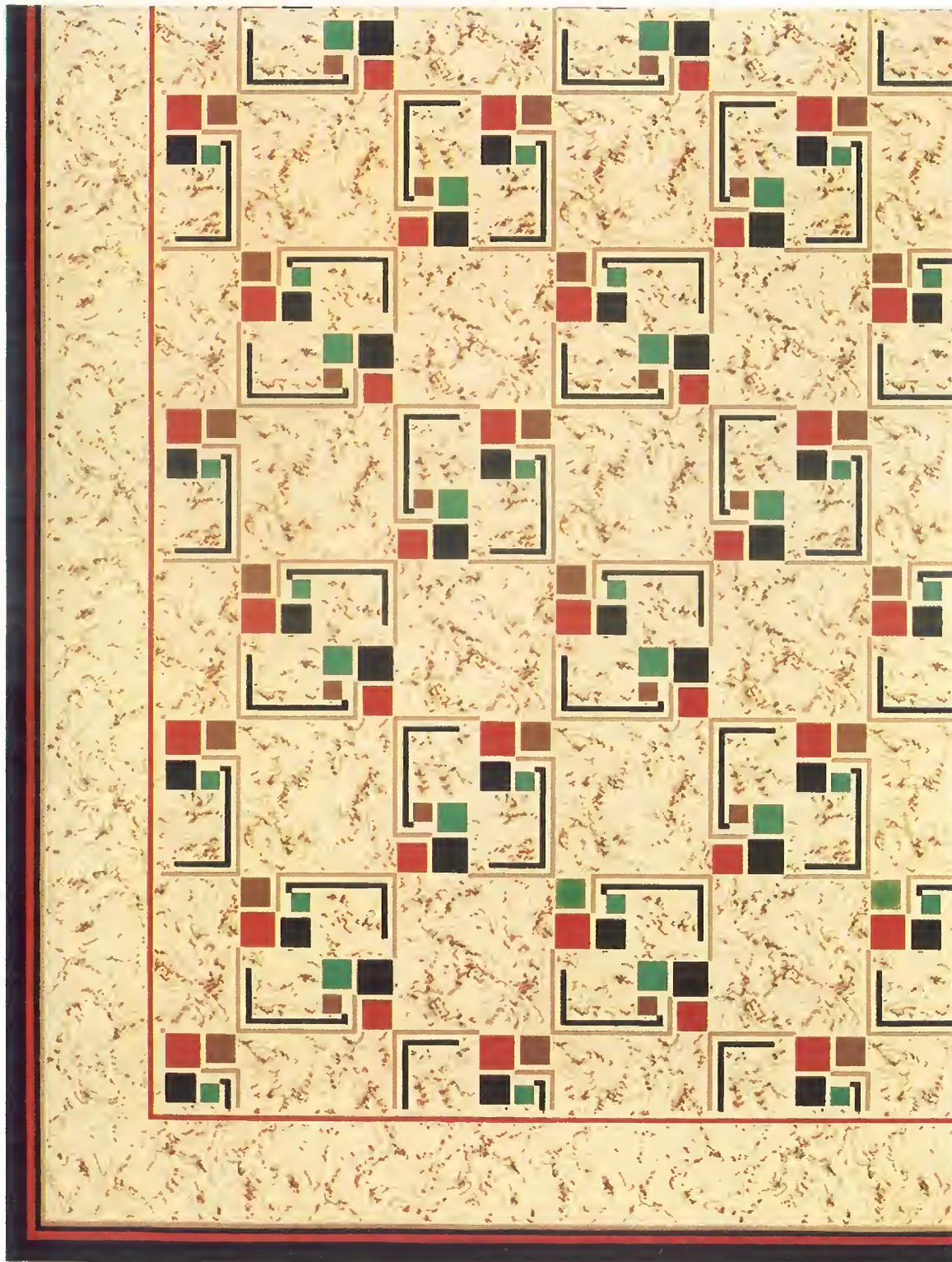
STRIATILE



No. 6464 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Armorlite

SEMI-BLOCK TILE

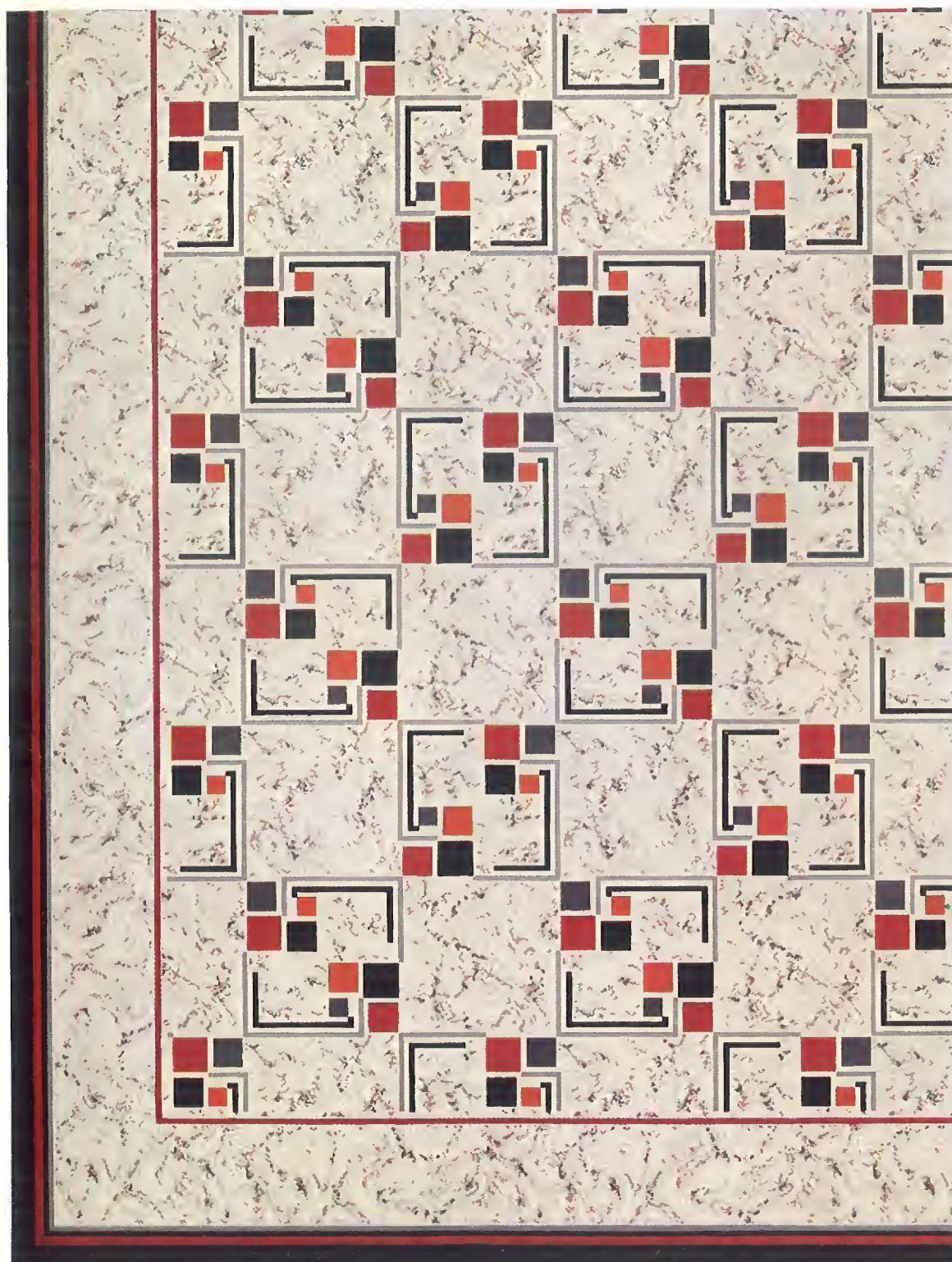


No. 6471

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

SEMI-BLOCK TILE



No. 6474

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

**BIRD** Armorlite

COLONIAL FLORAL



No. 6480

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

BIRD Armorlite

MODERN LEAF



No. 6483

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

# BIRD Armorlite

## COLONIAL FLORAL



No. 6484

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

COLONIAL FLORAL



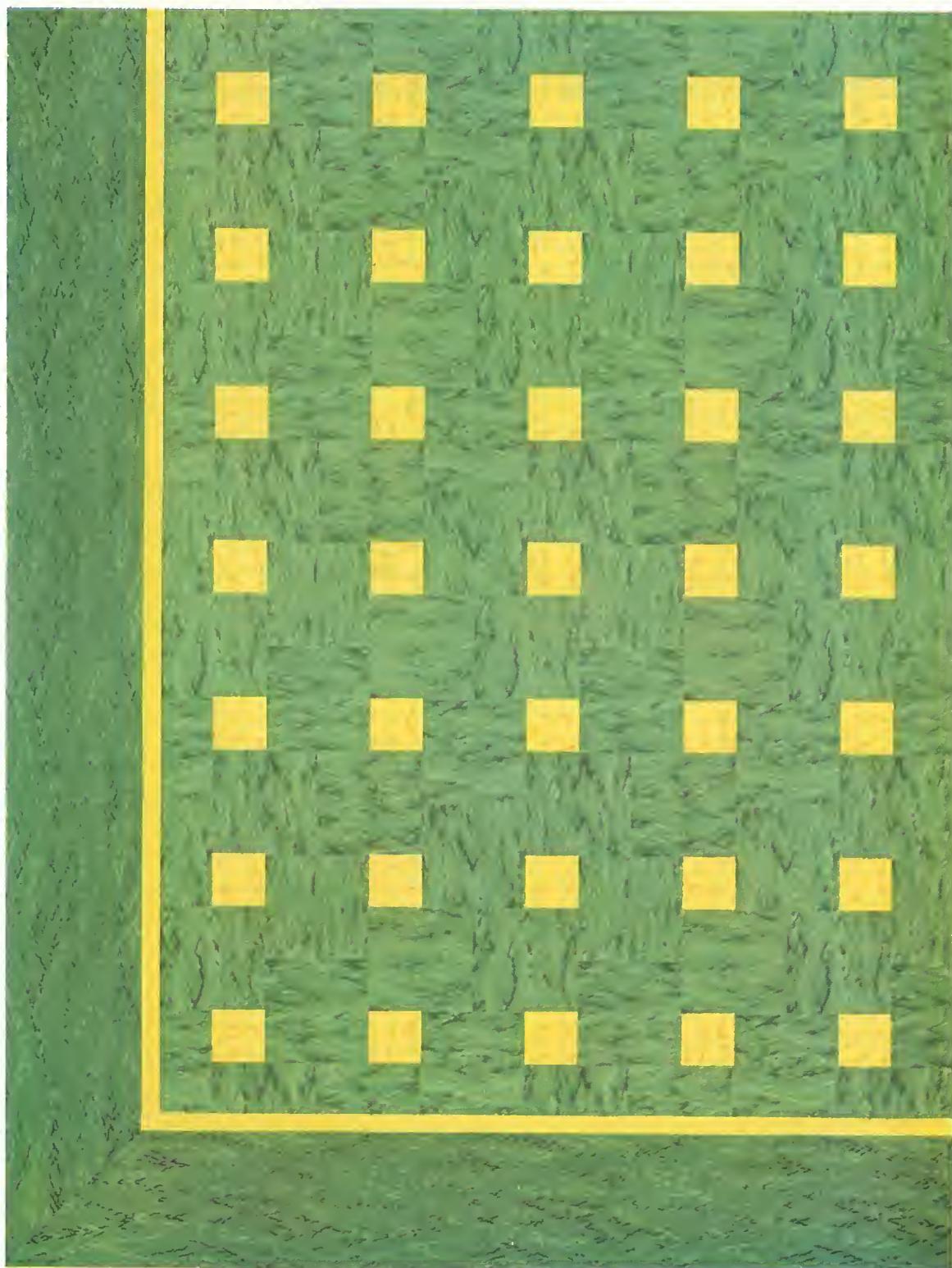
No. 6485

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

# BIRD Armolite

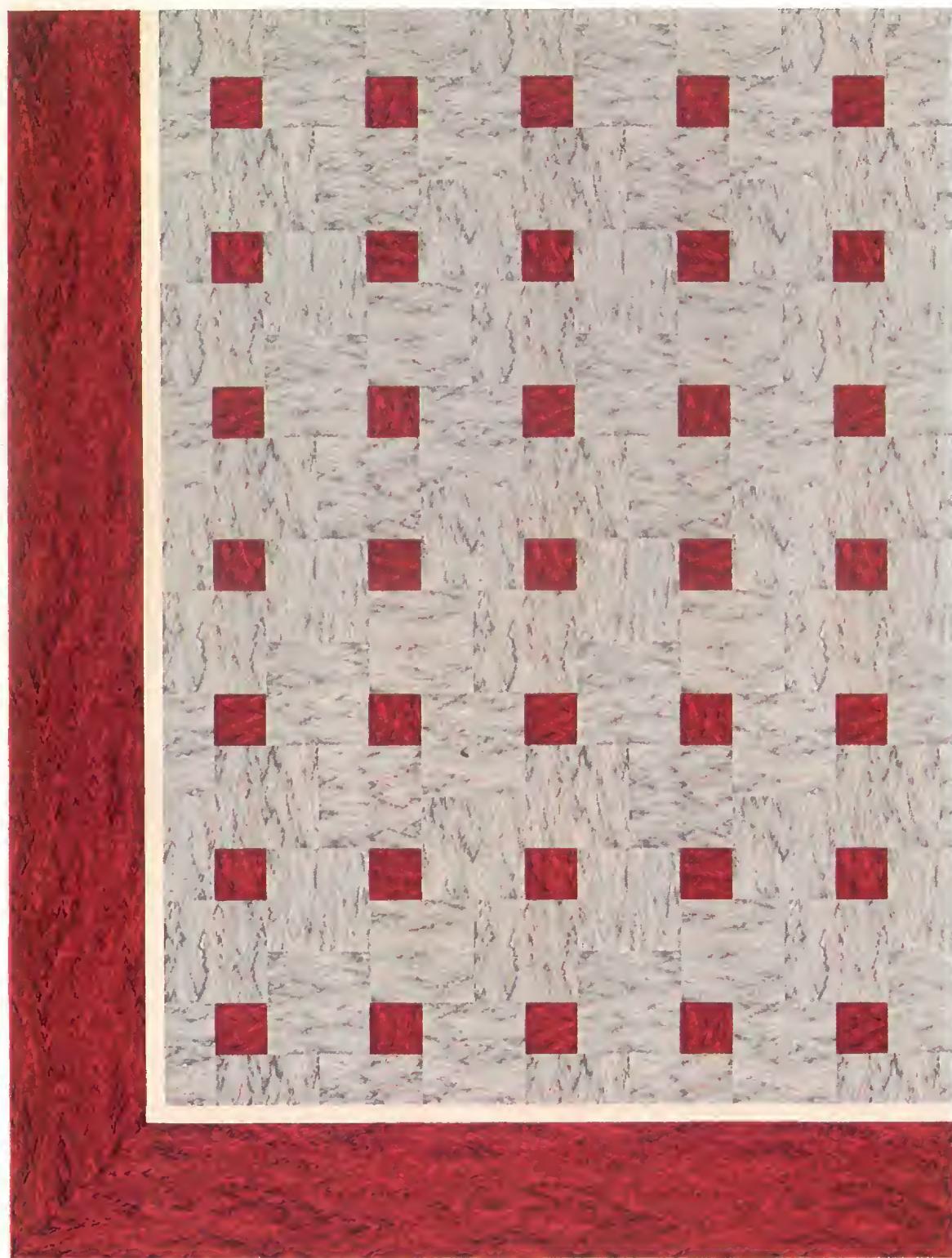
## CRAFT TILE



No. 6490 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

BIRD Armolite

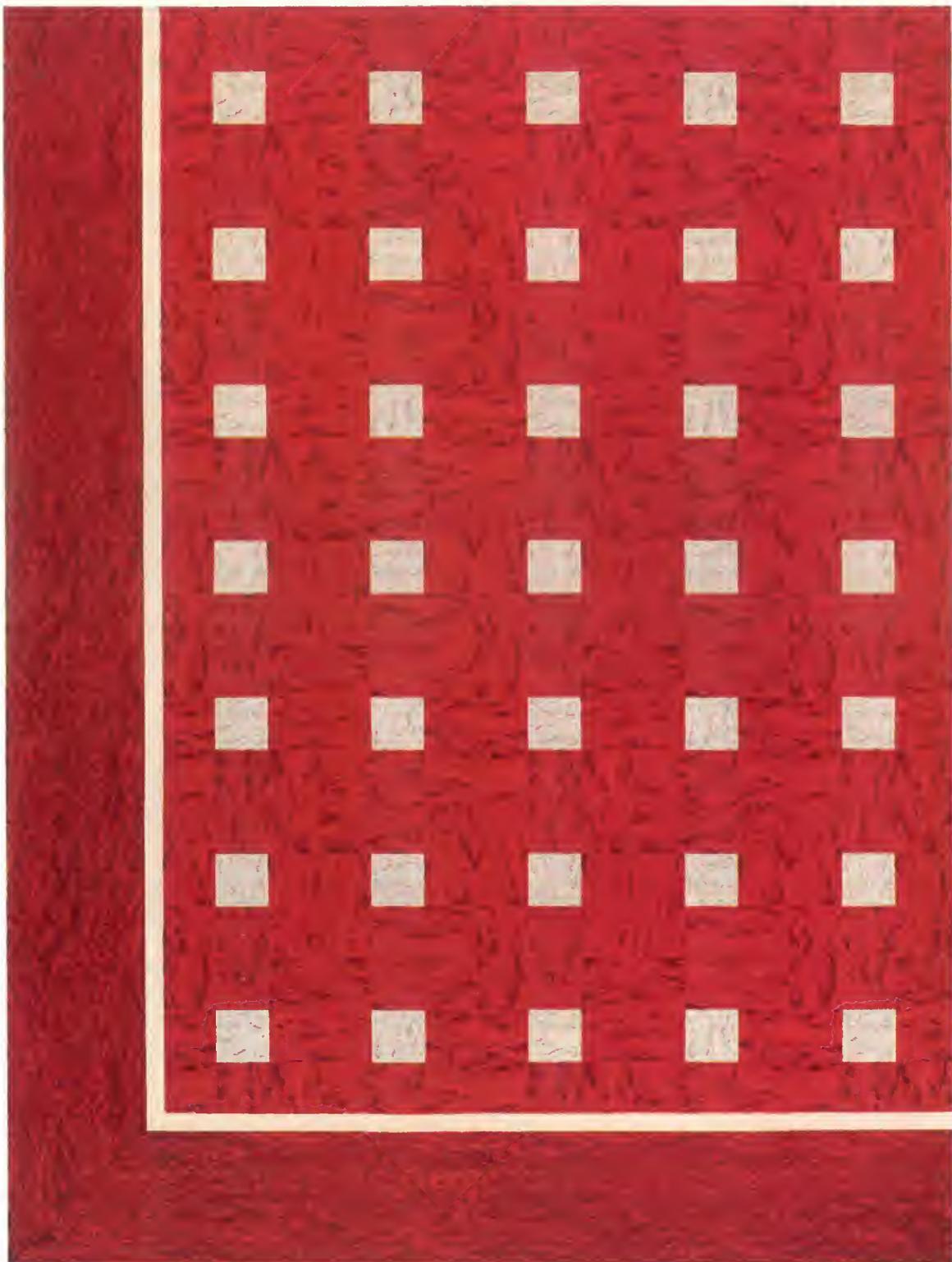
CRAFT TILE



No. 6494 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

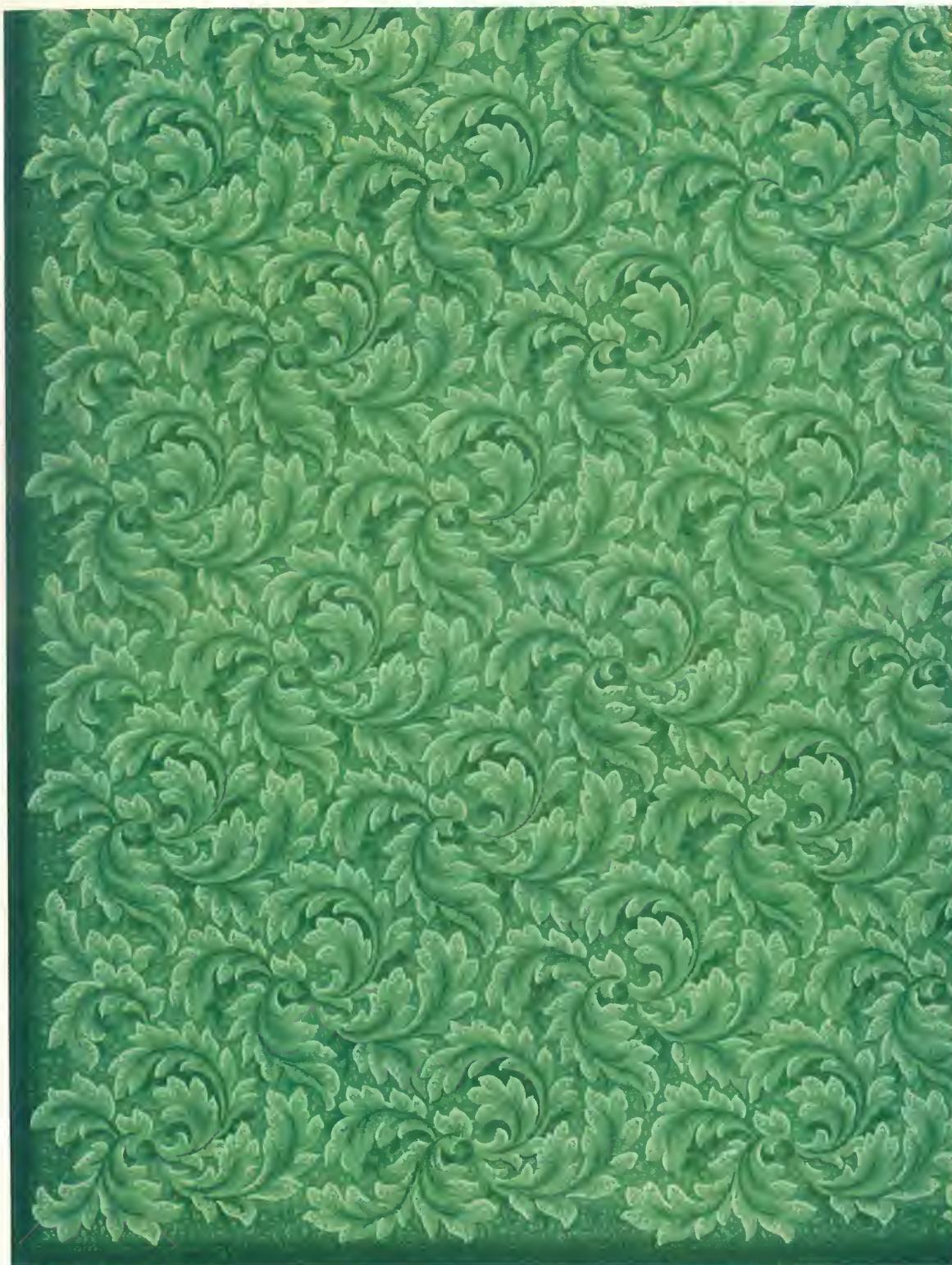
# BIRD Armorlite

CRAFT TILE



No. 6495 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

MODERN CARVED LEAF



No. 6500 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Armolite

## MODERN CARVED LEAF



No. 6504 sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15, also 2 yds. and 3 yds. wide 1/9 Actual Size



No. 3109 2 yds. wide

No. 1109 3 yds. wide

Repeat 18"



No. 3310 2 yds. wide

No. 1310 3 yds. wide

Also Rugs Repeat 18"

# BIRD Armorlite



No. 3313 2 yds. wide

No. 1313 3 yds. wide

Also rugs Repeat 18"



No. 3315 2 yds. wide

No. 1315

3 yds. wide Also rugs Repeat 18"



No. 3362 2 yds. wide

No. 1362 3 yds. wide

Repeat 18"

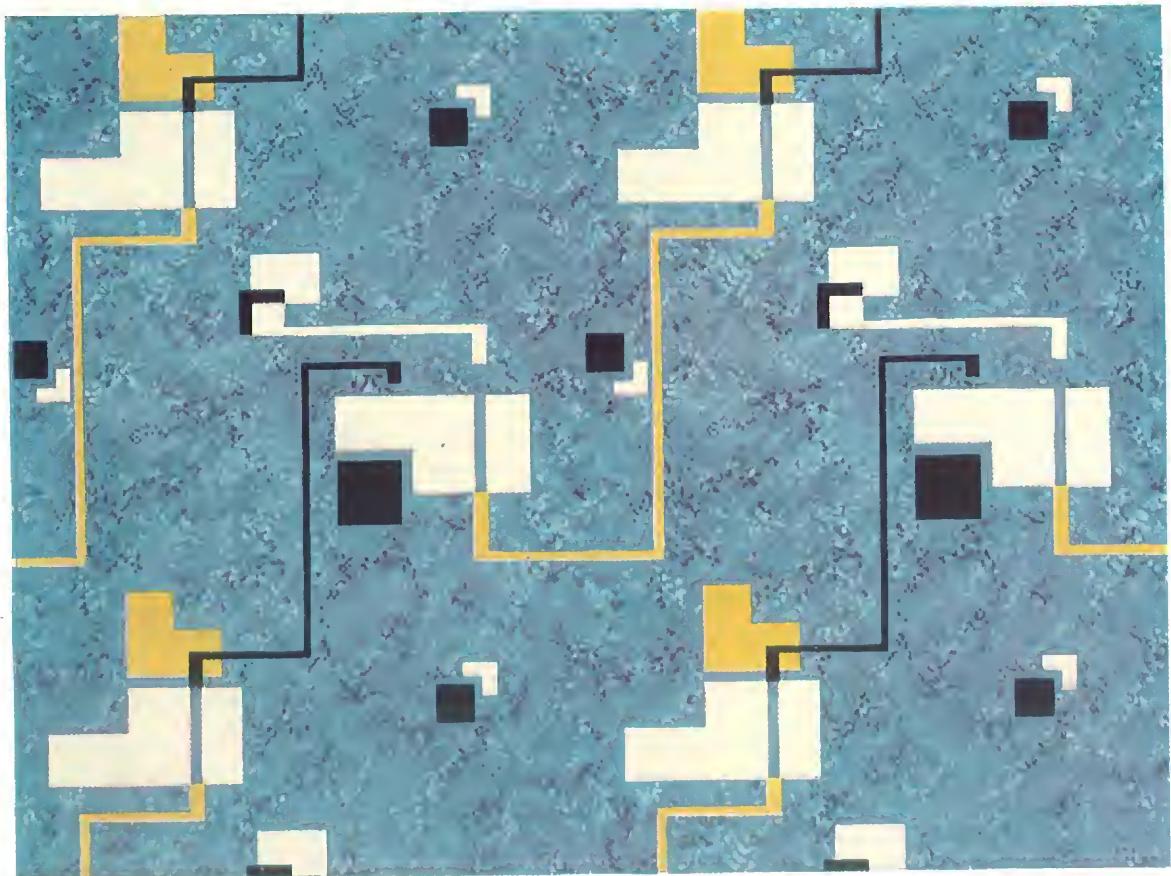


No. 3364 2 yds. wide

No. 1364 3 yds. wide

Repeat 18"

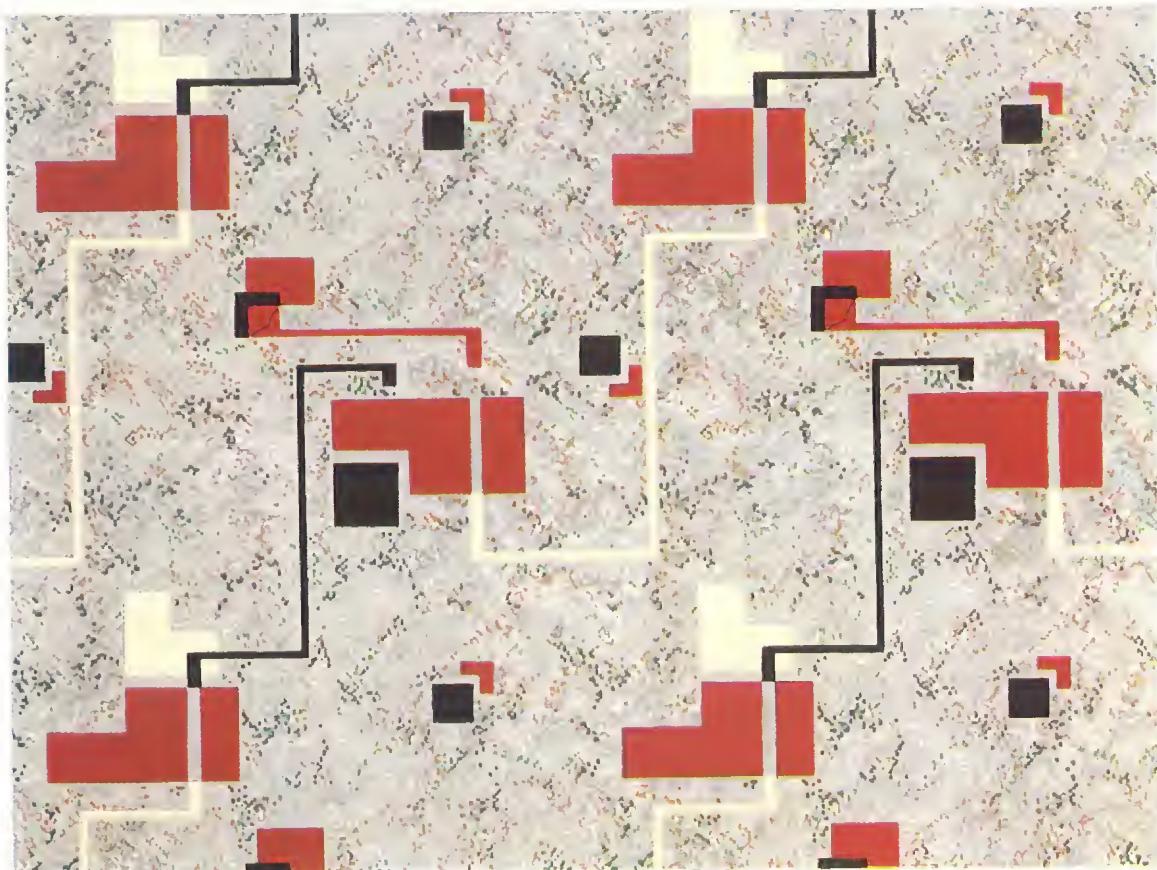
# BIRD Armorlite



No. 3373 2 yds. wide

No. 1373 3 yds. wide

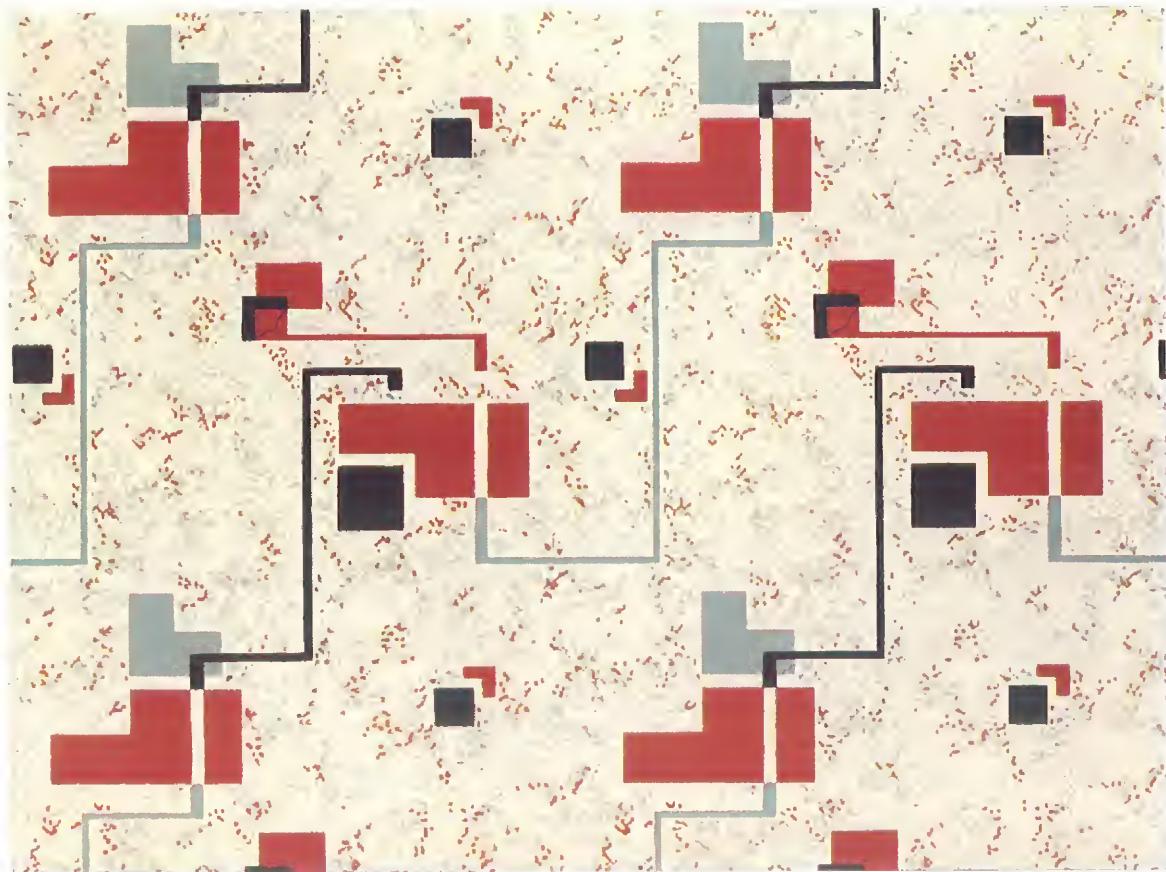
Also Rugs Repeat 18"



No. 3374 2 yds. wide

No. 1374 3 yds. wide

Also Rugs Repeat 18"



No. 3375 2 yds. wide

No. 1375 3 yds. wide

Also rugs Repeat 18"



No. 1384

3 yds. wide

Also rugs Repeat 18"

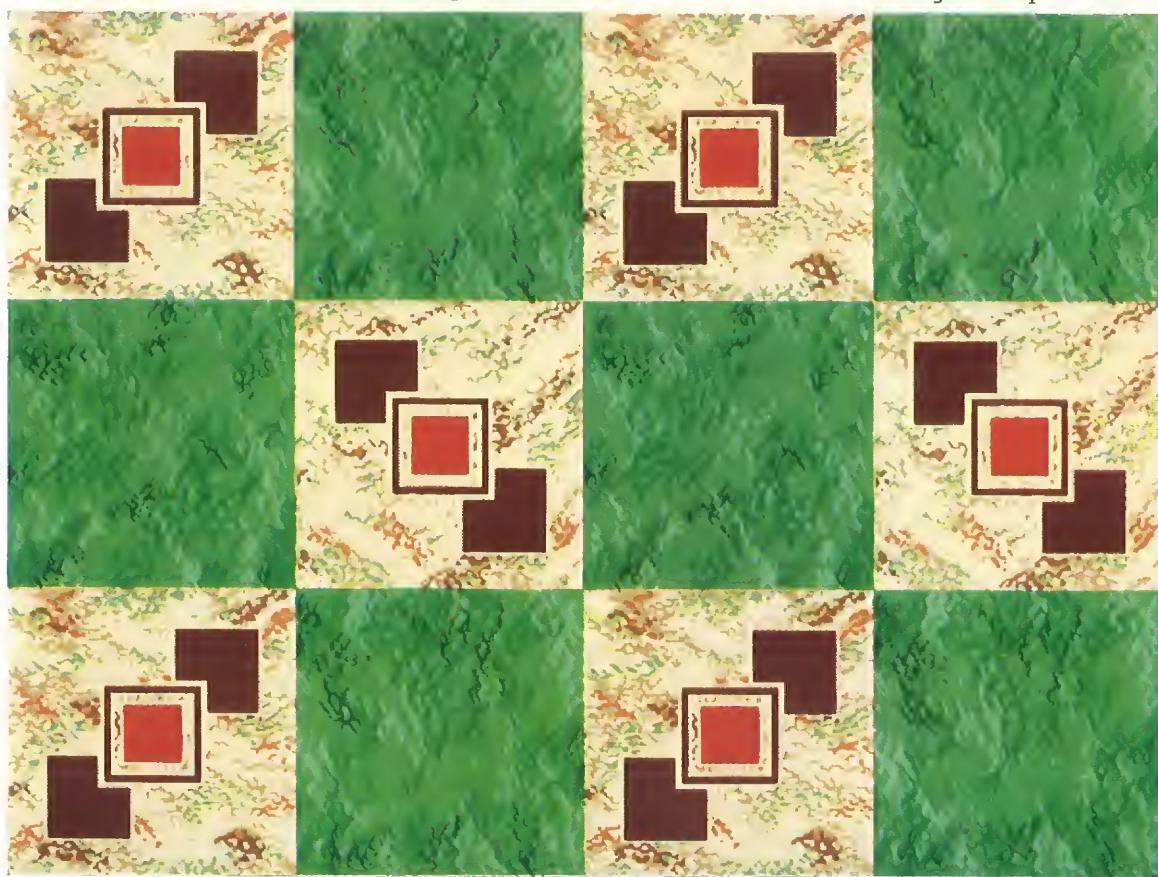
# BIRD Armorlite



No. 1385

3 yds. wide

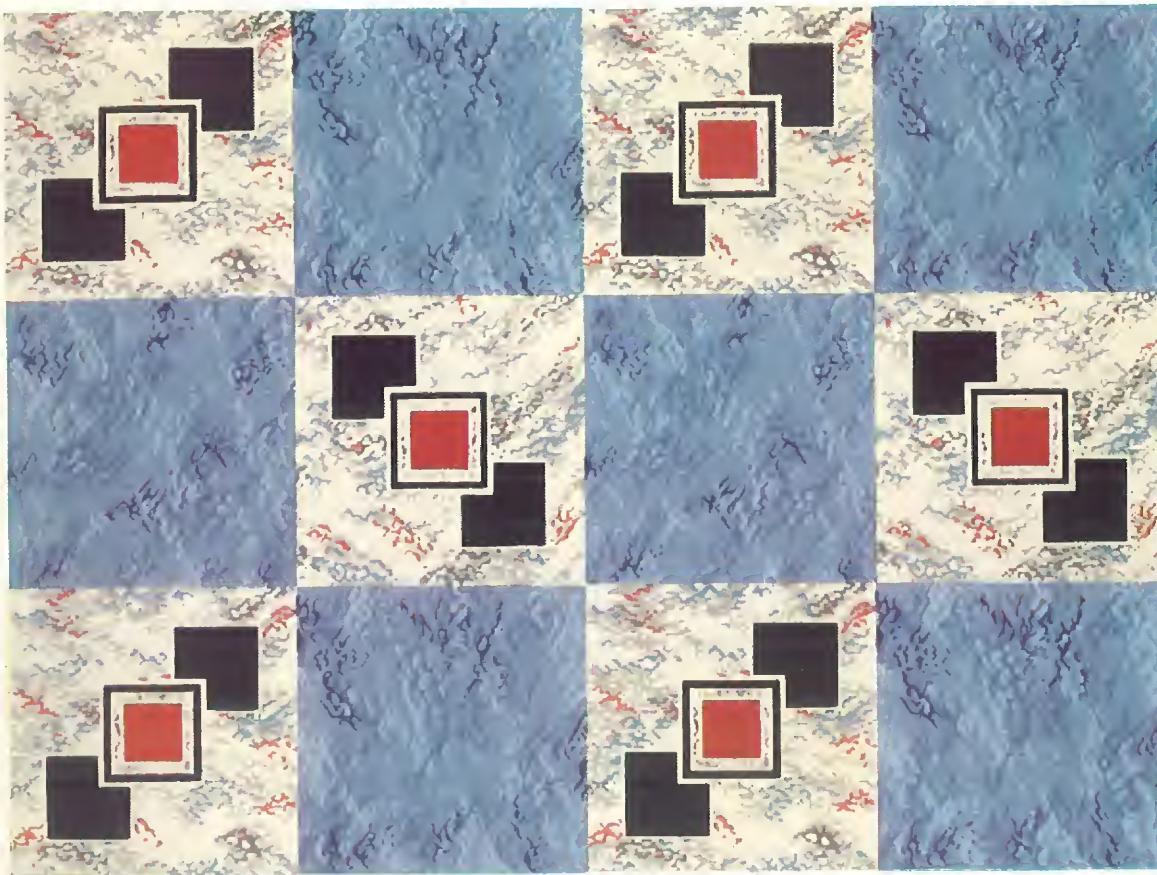
Also rugs Repeat 18"



No. 3400 2 yds. wide

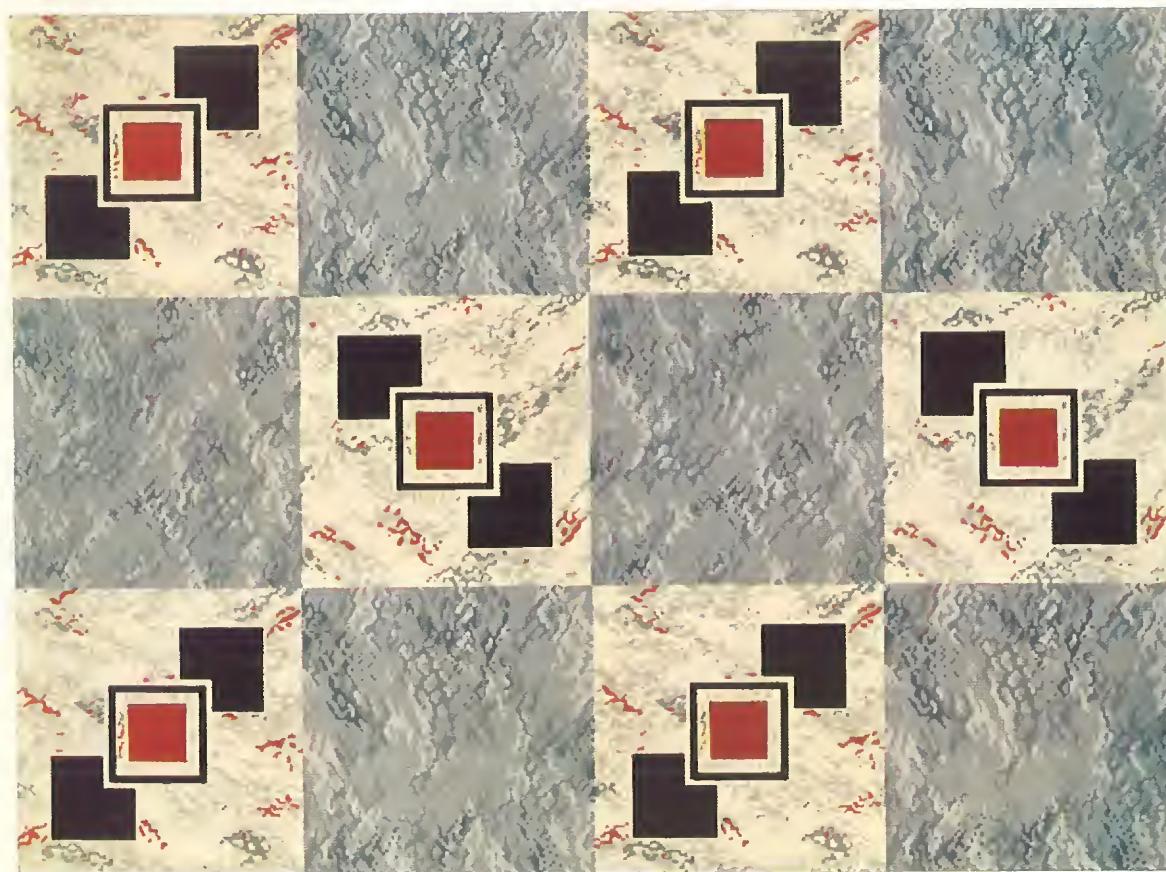
No. 1400

3 yds. wide Also rugs Repeat 18"



No. 3403 2 yds. wide

No. 1403 3 yds. wide Also rugs Repeat 18"

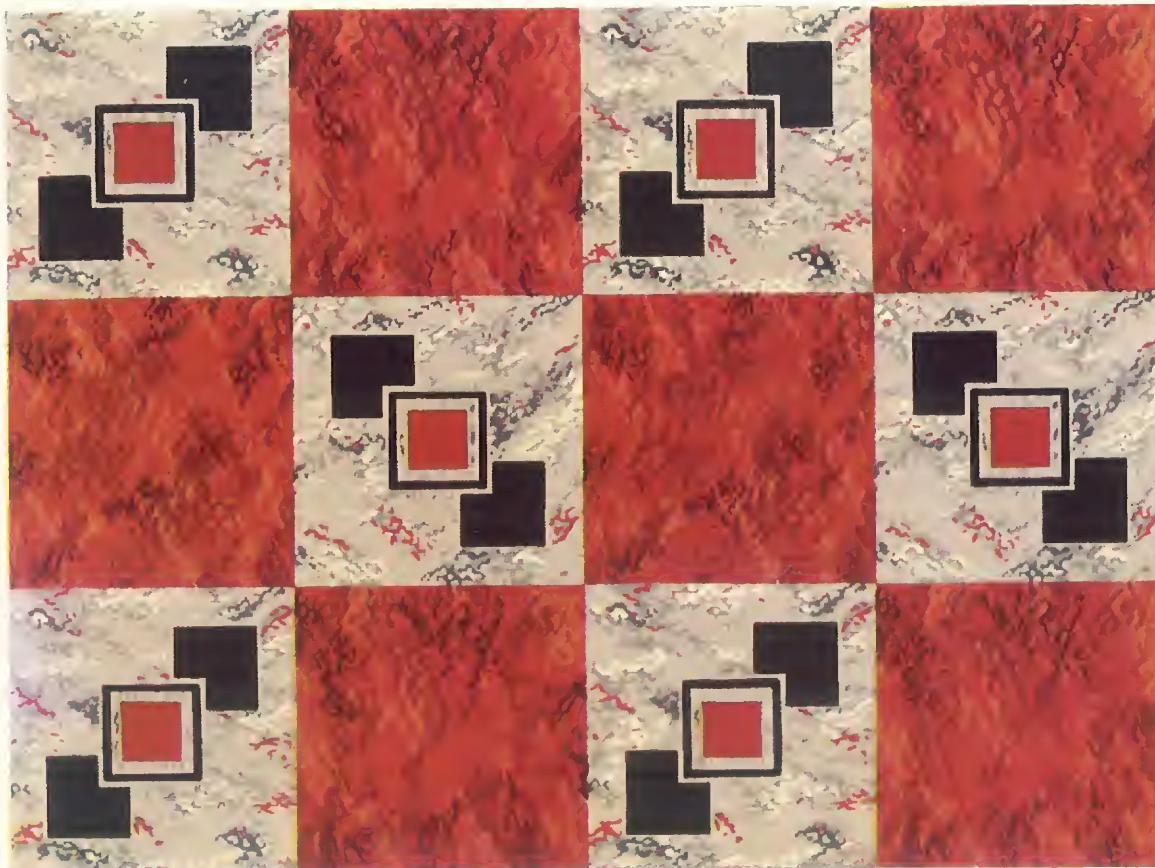


No. 3404 2 yds. wide

No. 1404 3 yds. wide

Repeat 18"

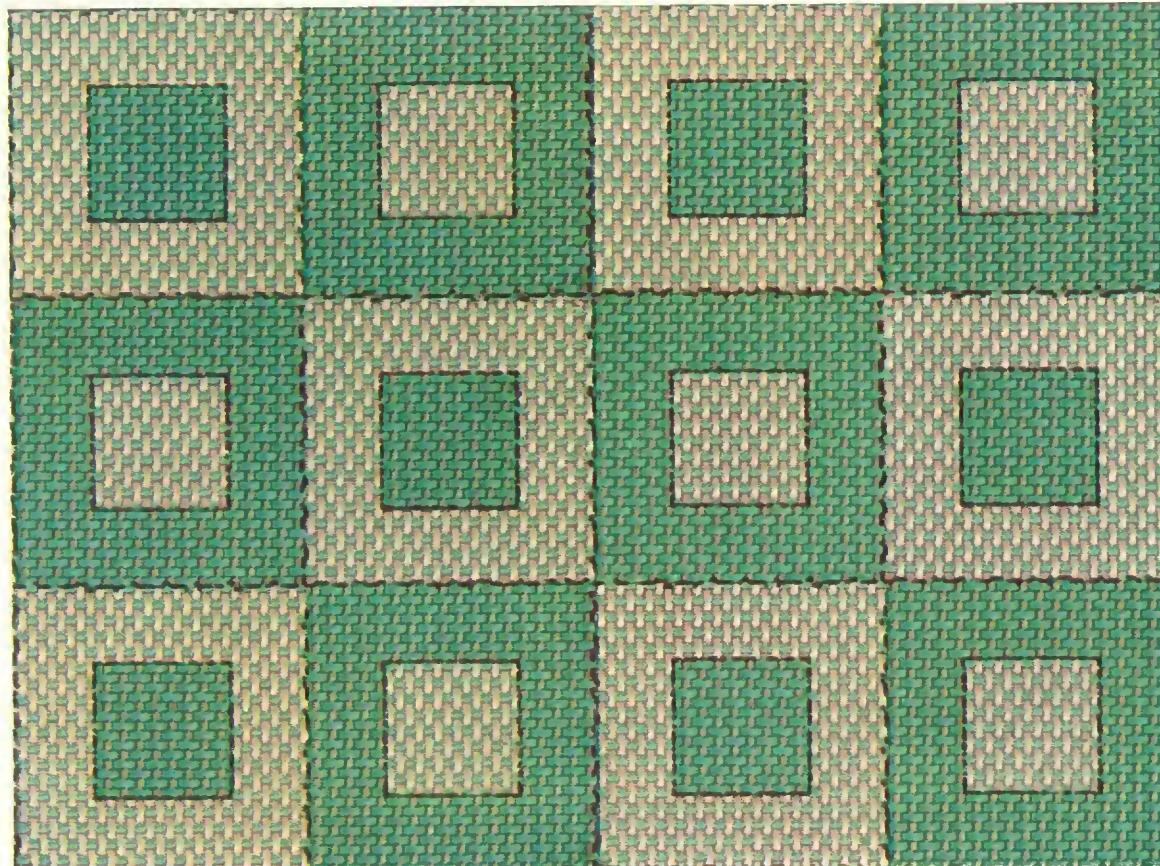




No. 3405 2 yds. wide

No. 1405

3 yds. wide Also rugs Repeat 18"



No. 3420 2 yds. wide

No. 1420

3 yds. wide

Repeat 18"

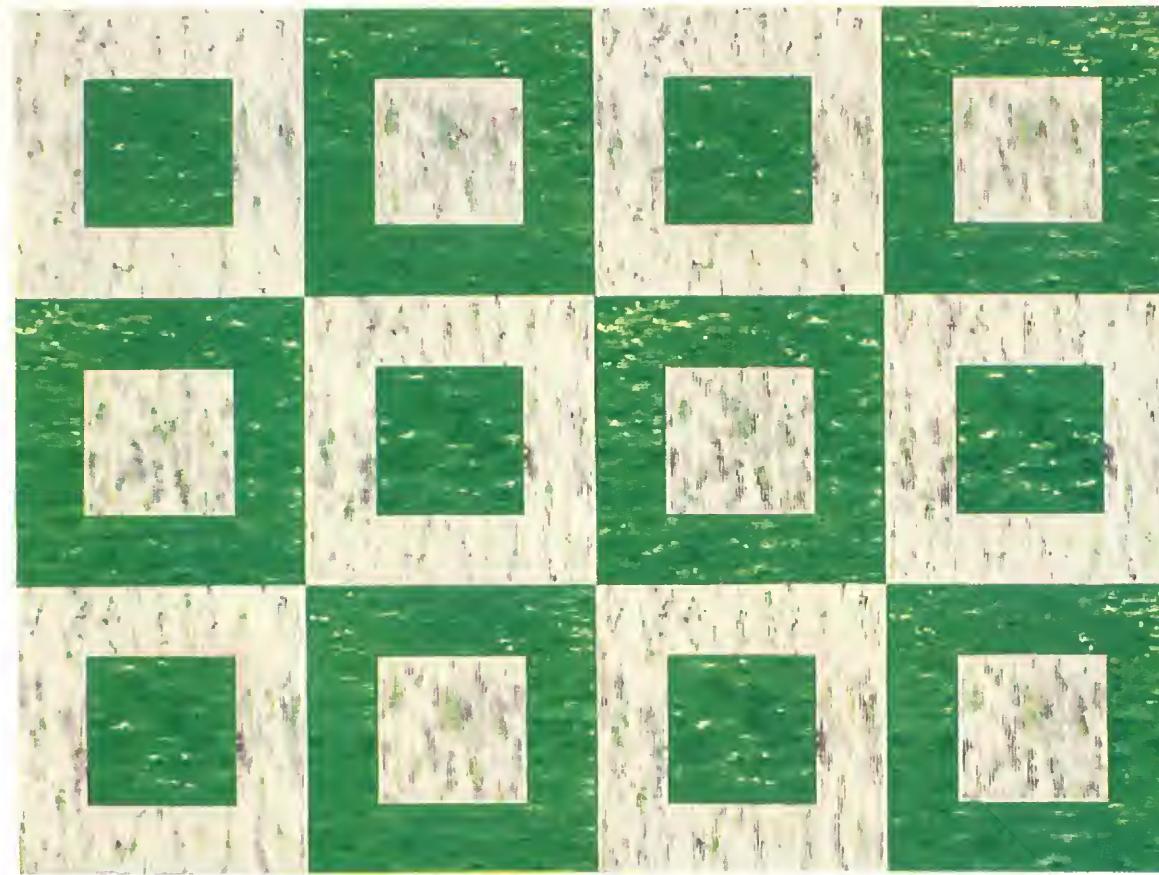




No. 3425 2 yds. wide

No. 1425 3 yds. wide

Repeat 18"

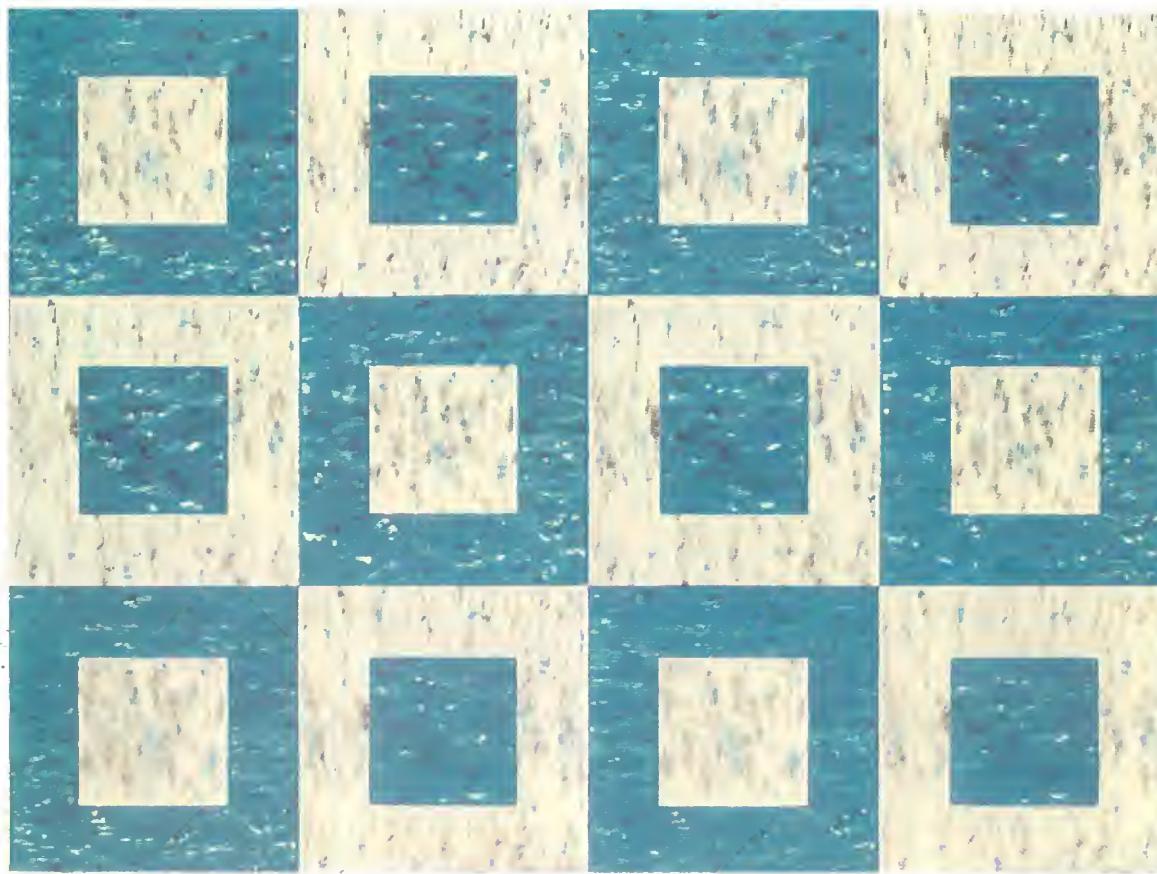


No. 3430 2 yds. wide

No. 1430 3 yds. wide

Repeat 18"

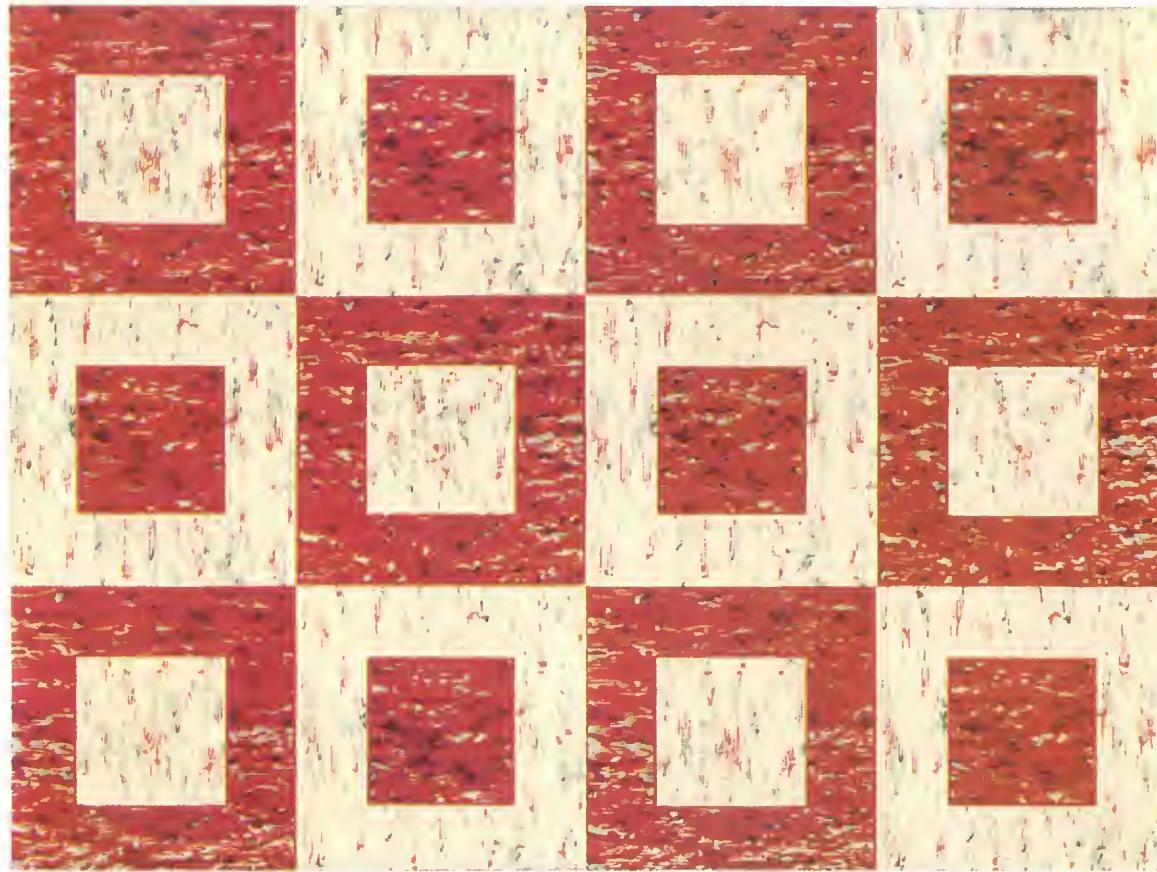
# BIRD Armorlite



No. 3433 2 yds. wide

No. 1433 3 yds. wide

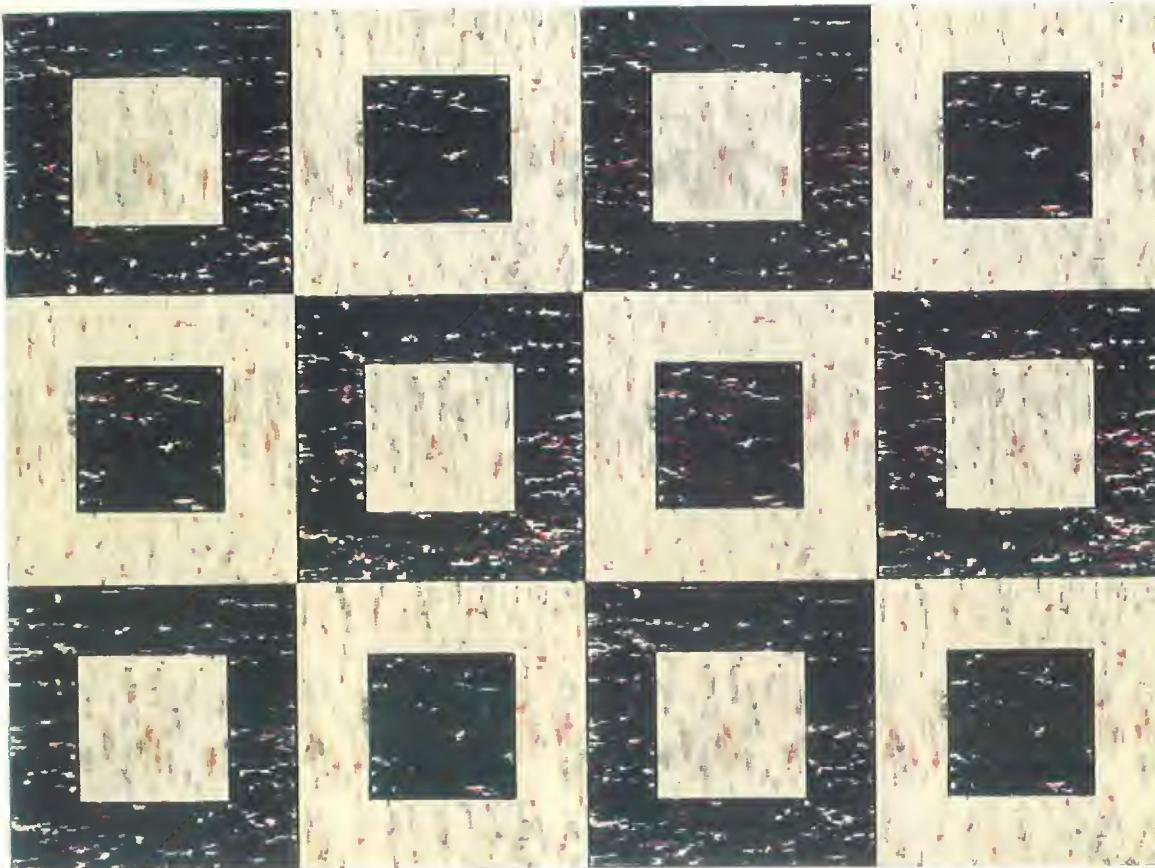
Repeat 18"



No. 3435 2 yds. wide

No. 1435 3 yds. wide

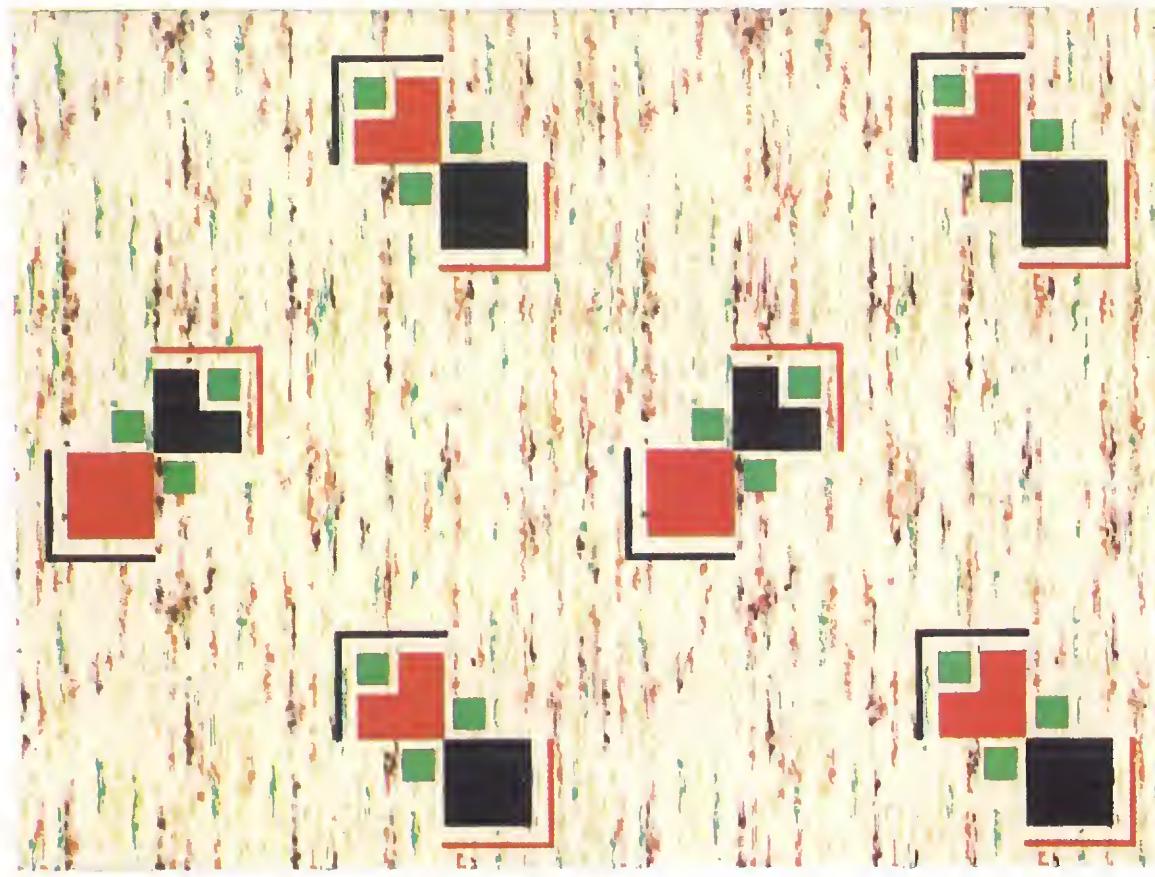
Repeat 18"



No. 3436 2 yds. wide

No. 1436 3 yds. wide

Repeat 18"

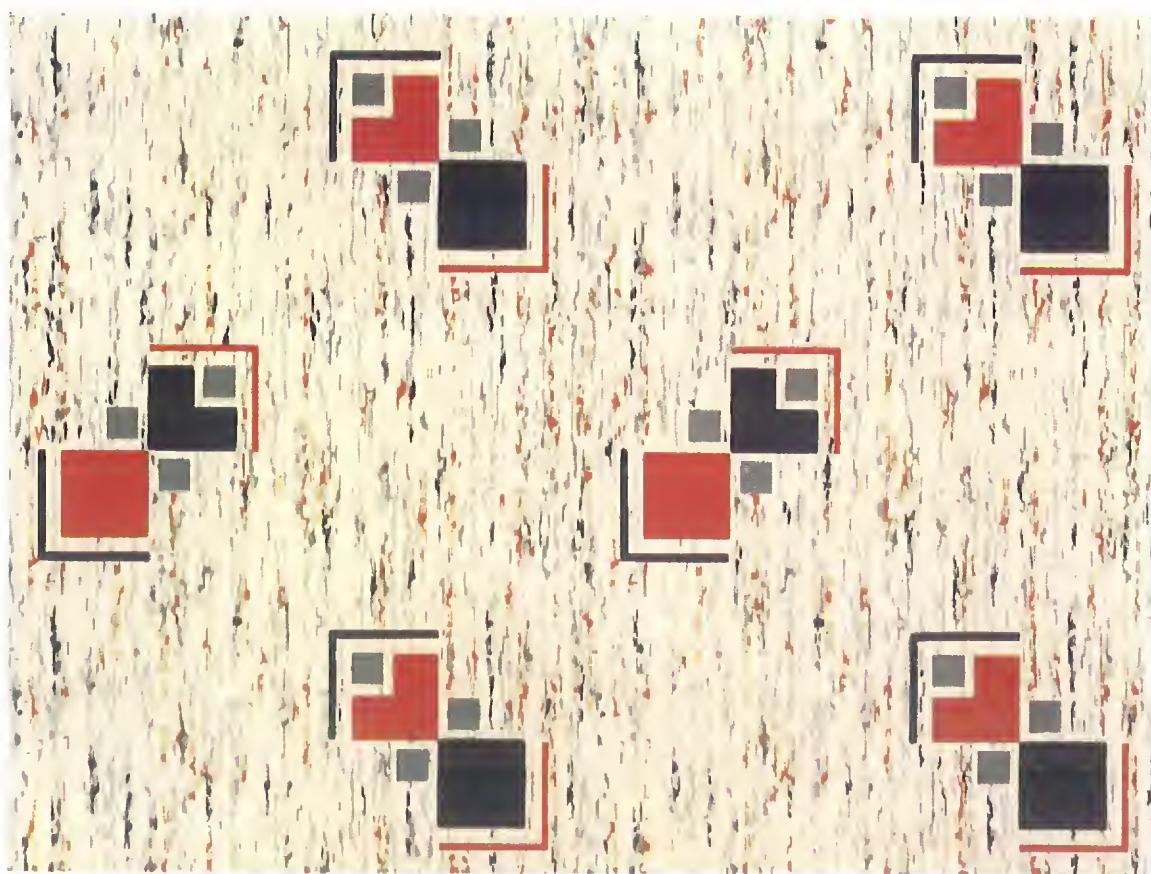


No. 3441 2 yds. wide

No. 1441 3 yds. wide

Repeat 18"

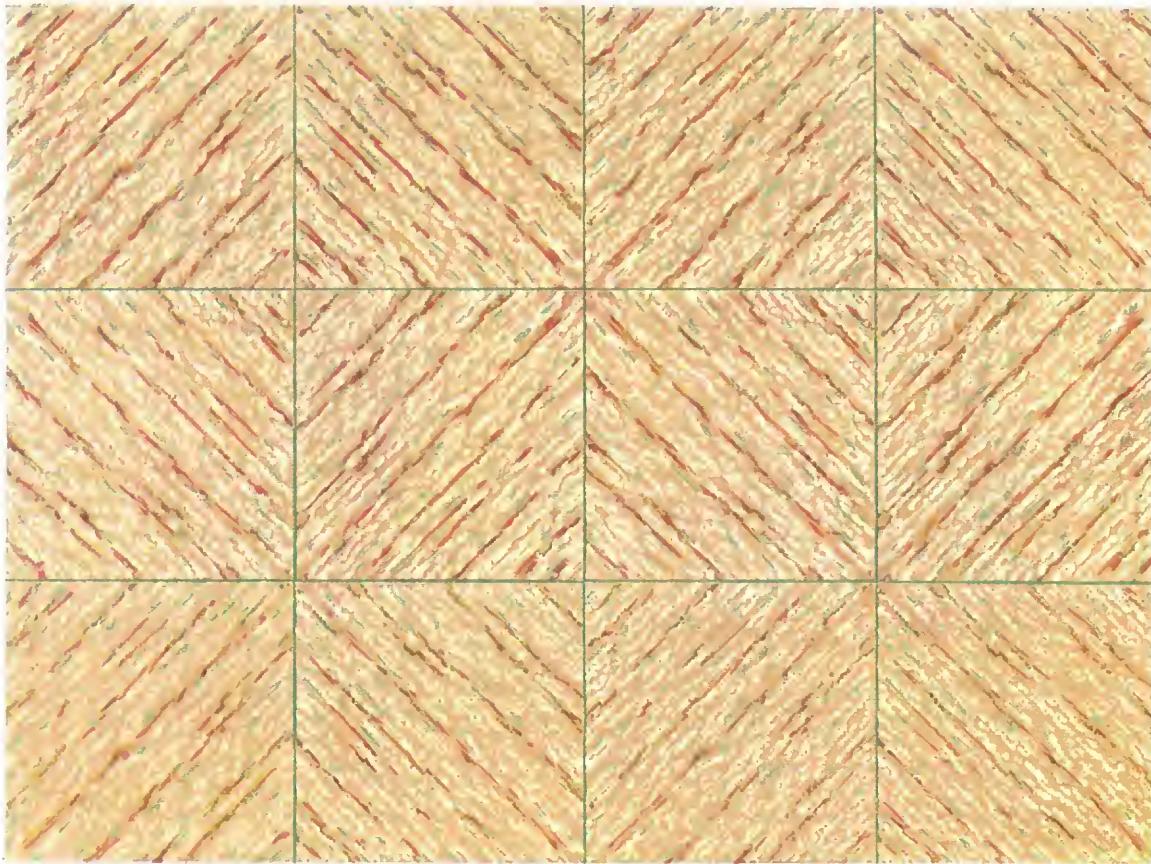
# BIRD Armolite



No. 3445 2 yds. wide

No. 1445 3 yds. wide

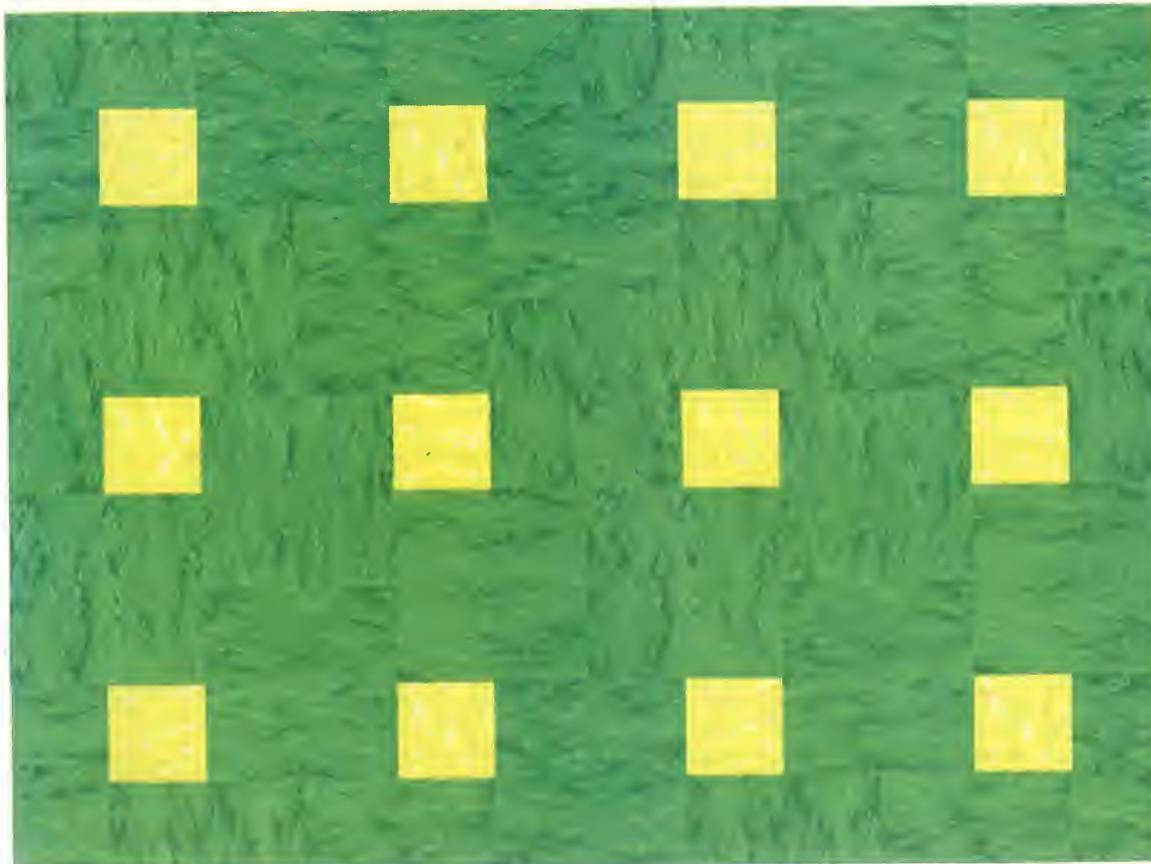
Repeat 18"



No. 3461 2 yds. wide

No. 1461 3 yds. wide

Repeat 18"



No. 3490 2 yds. wide

No. 1490 3 yds. wide

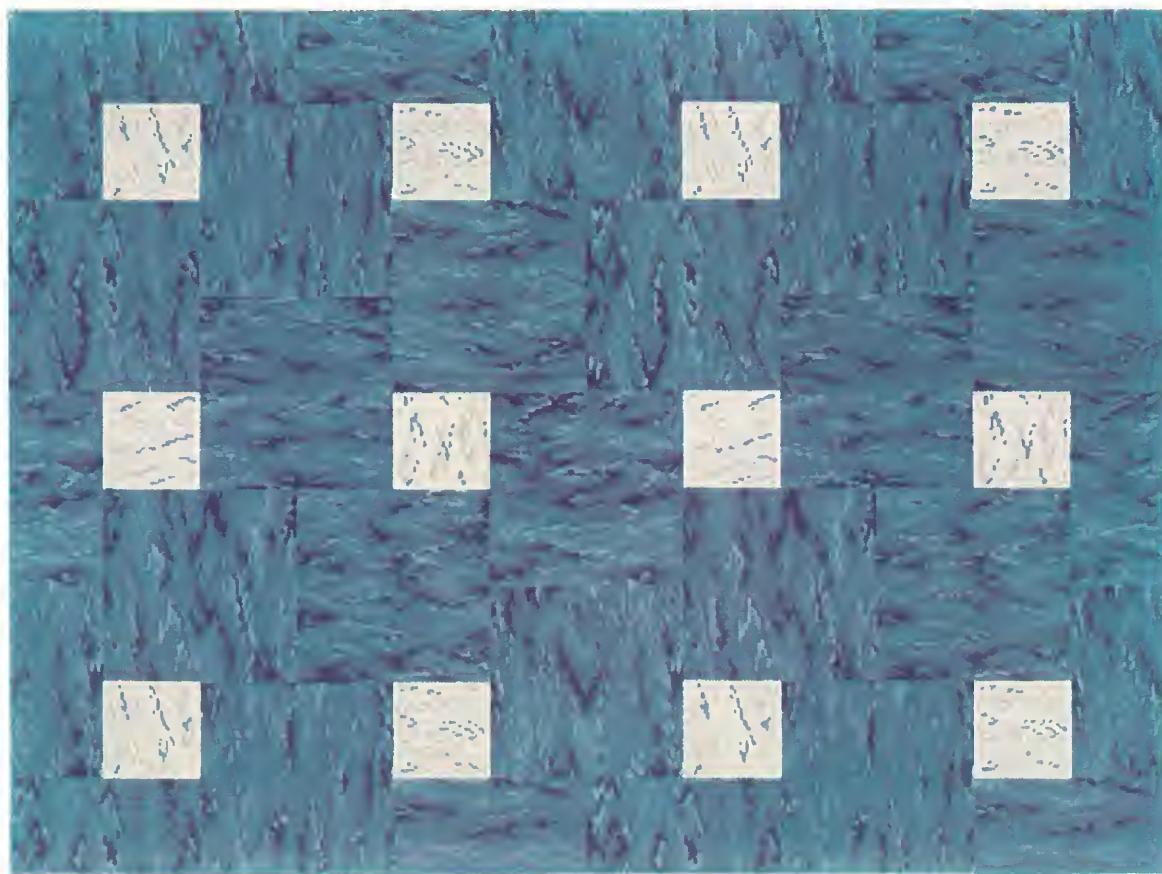
Repeat 18"



No. 3491 2 yds. wide

No. 1491 3 yds. wide

Repeat 18"



No. 3493 2 yds. wide

No. 1493 3 yds. wide

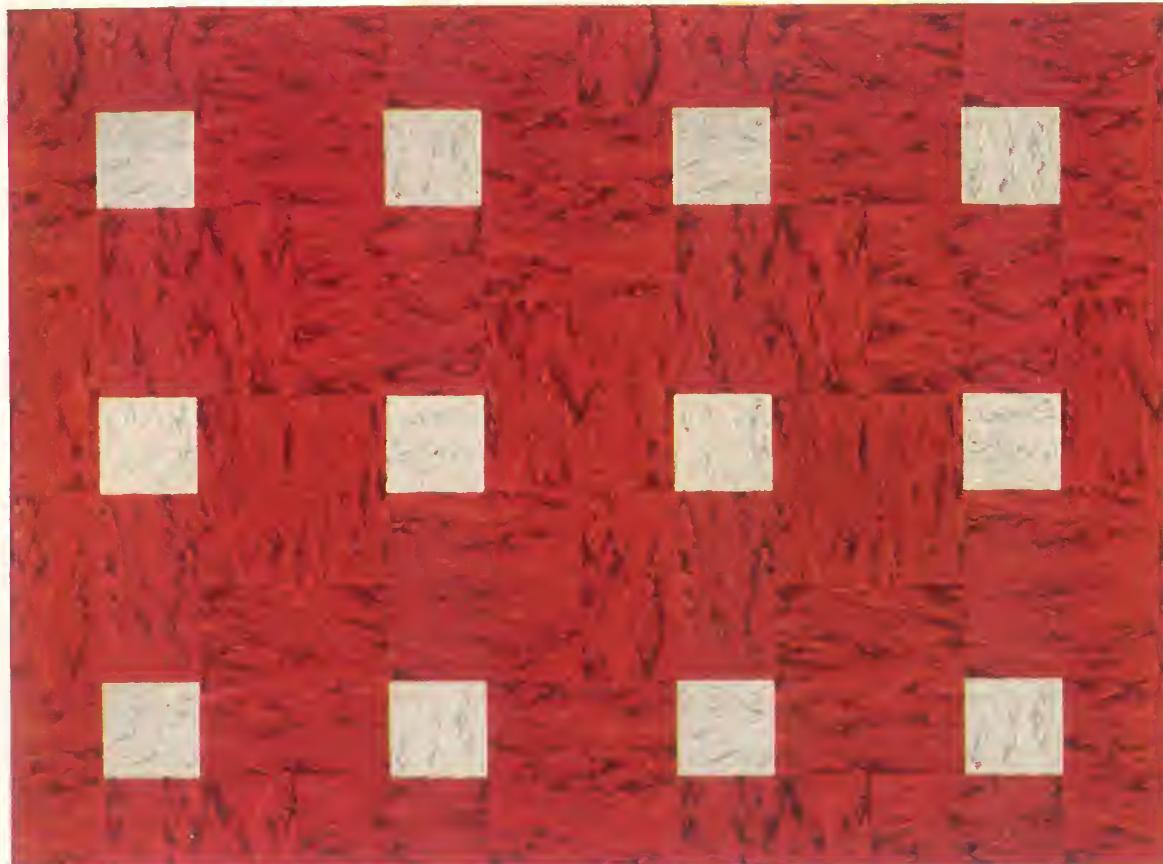
Repeat 18"



No. 3494 2 yds. wide

No. 1494 3 yds. wide

Repeat 18"



No. 3495 2 yds. wide

No. 1495 3 yds. wide

Repeat 18"



No. 3500 2 yds. wide

No. 1500 3 yds. wide

Repeat 18"

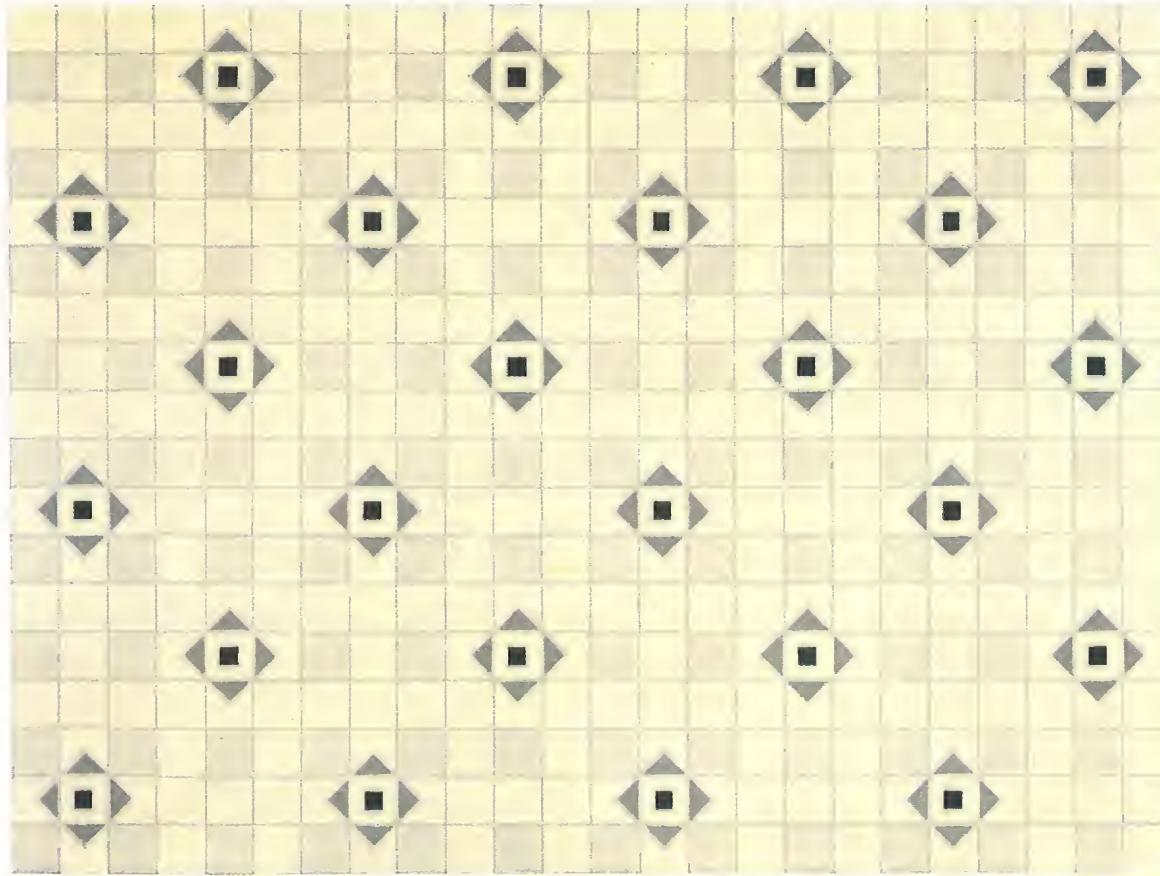
# BIRD Armorlite



No. 3504 2 yds. wide

No. 1504 3 yds. wide

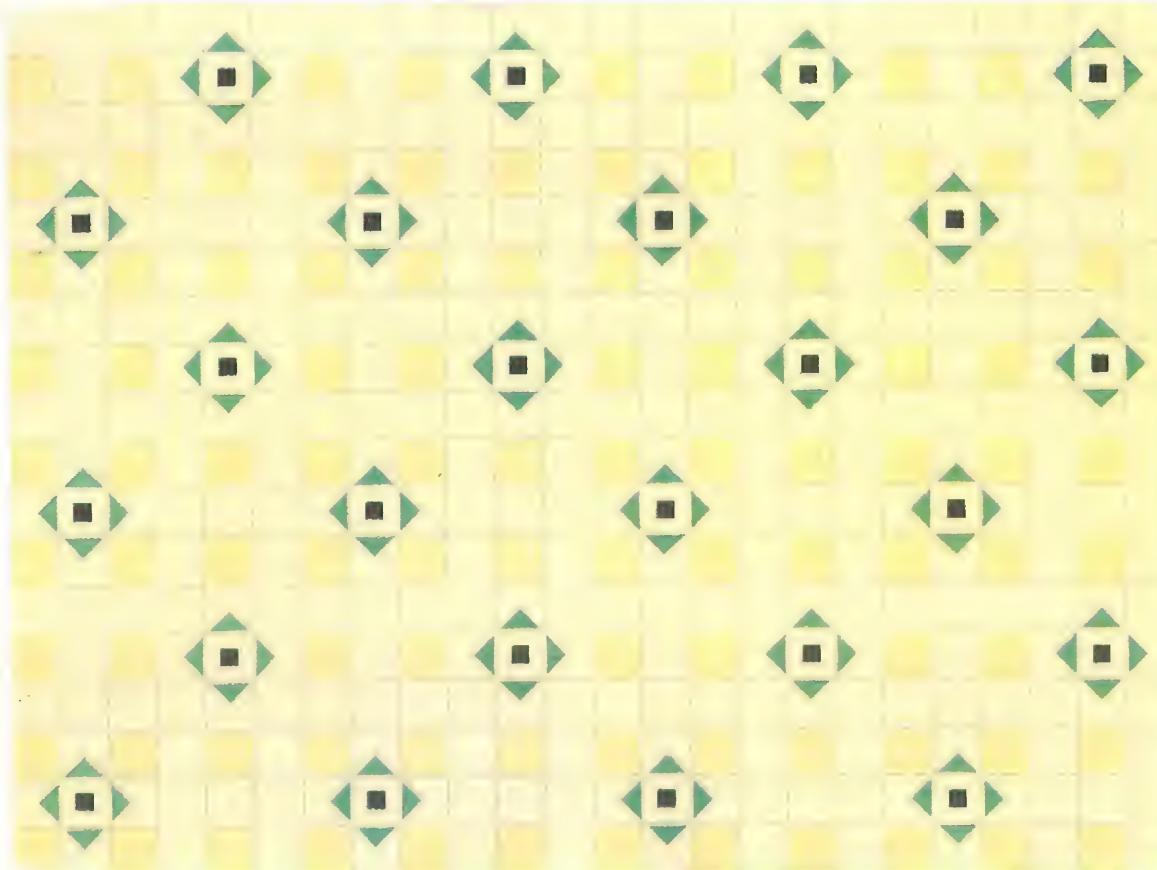
Repeat 18"



No. 3518

2 yds. wide

Repeat 9"



No. 3519

2 yds. wide

Repeat 9"



# BIRD Armorlite Hall Runner

Lucky Gal — The gal who has Bird Armorlite Hall Runner. Fresh, bright colors, gay modern patterns — you'll find them all in famous, long-wearing Bird Armorlite. Here's real value . . . inexpensive hall runners that are easy to clean, lovely to look at — and practical as money! Bird Armorlite Hall Runners keep their satiny gloss through years of wear — there's no better buy for the money.



No. 7491    Width 27", Repeat 18"



No. 7494    Width 27", Repeat 18"



No. 7500    Width 27", Repeat 18"



No. 7504    Width 27", Repeat 18"

# BIRD Economy

## RUGS AND FLOOR COVERINGS

AN INEXPENSIVE FLOOR COVER-  
ING WITH GAY COLORS IN PAT-  
TERNS THAT WILL BRING BRIGHT  
NEW CHARM TO ANY ROOM



**BIRD**  
& SON, Inc.  
BIRD FLOOR CO.  
Established 1795

# BIRD Economy

MODERN TEXTURE



No. 2241

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

MODERN TEXTURE



No. 2244

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

# BIRD Economy

## ACCENTED OVERLAY



No. 2261

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

ACCENTED OVERLAY



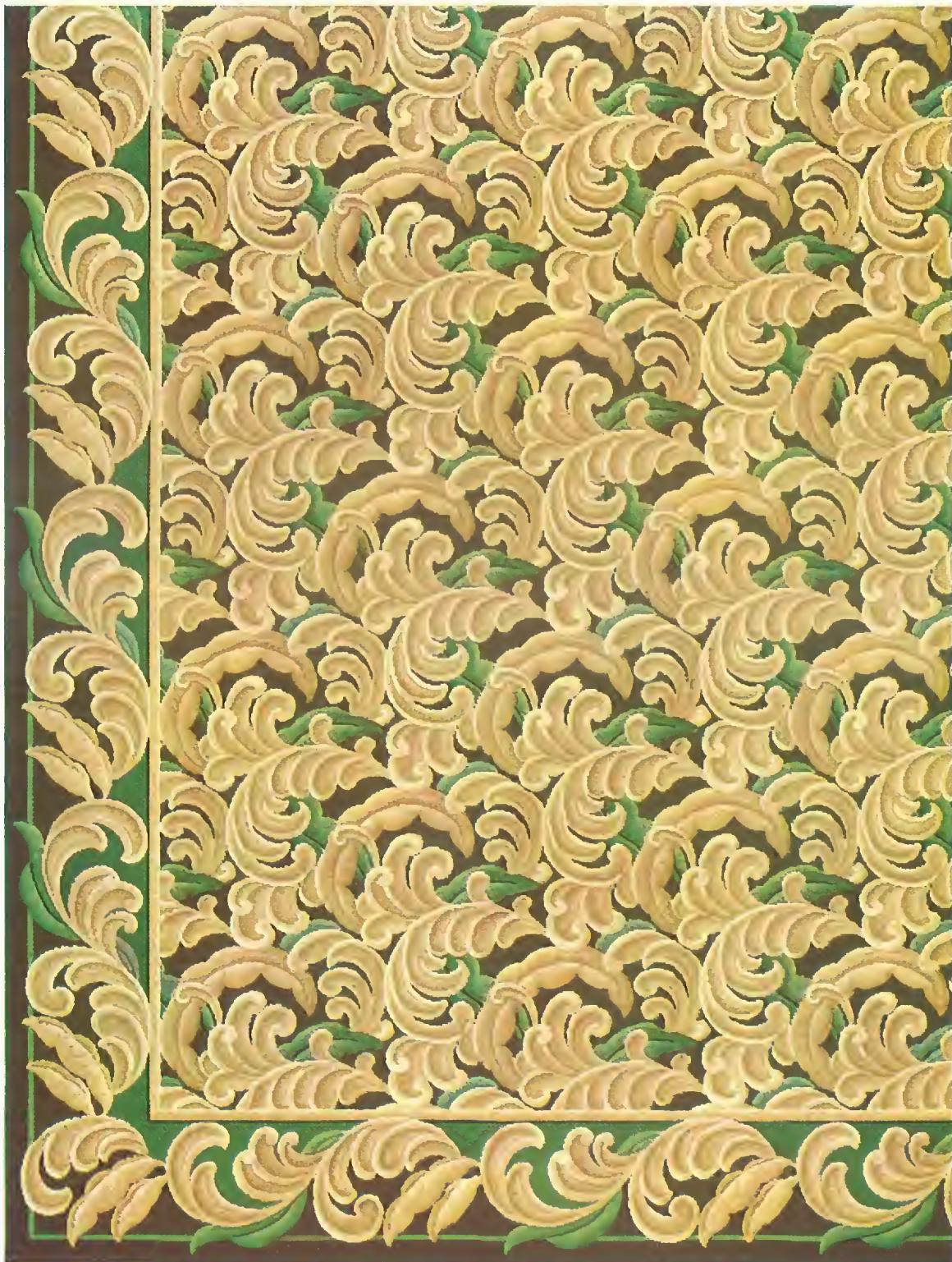
No. 2265

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9

1/9 Actual Size

# BIRD Economy

## CONTEMPORARY SCROLL



No. 2300 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

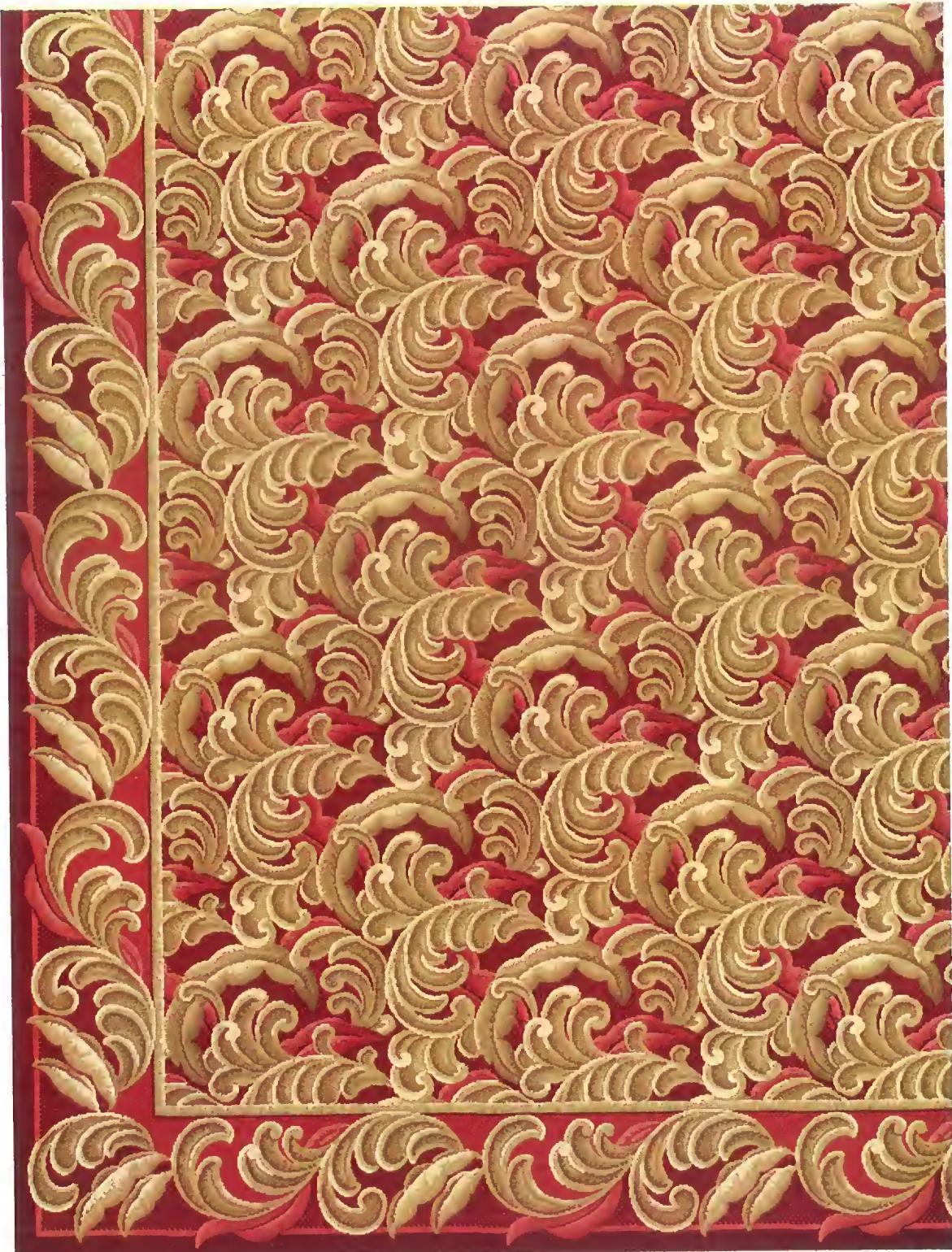
CONTEMPORARY SCROLL



No. 2303 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

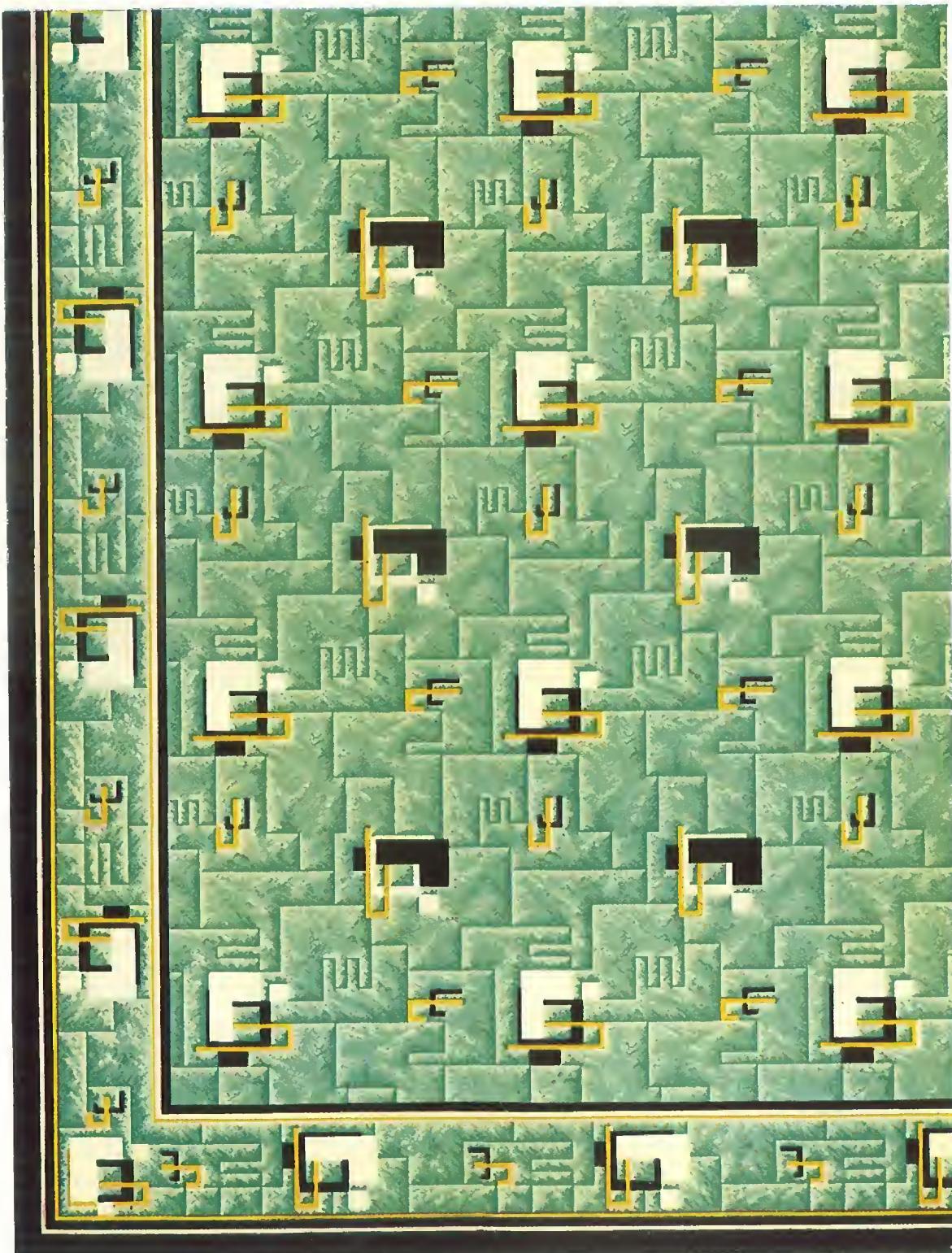
# BIRD Economy

## CONTEMPORARY SCROLL



No. 2305 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

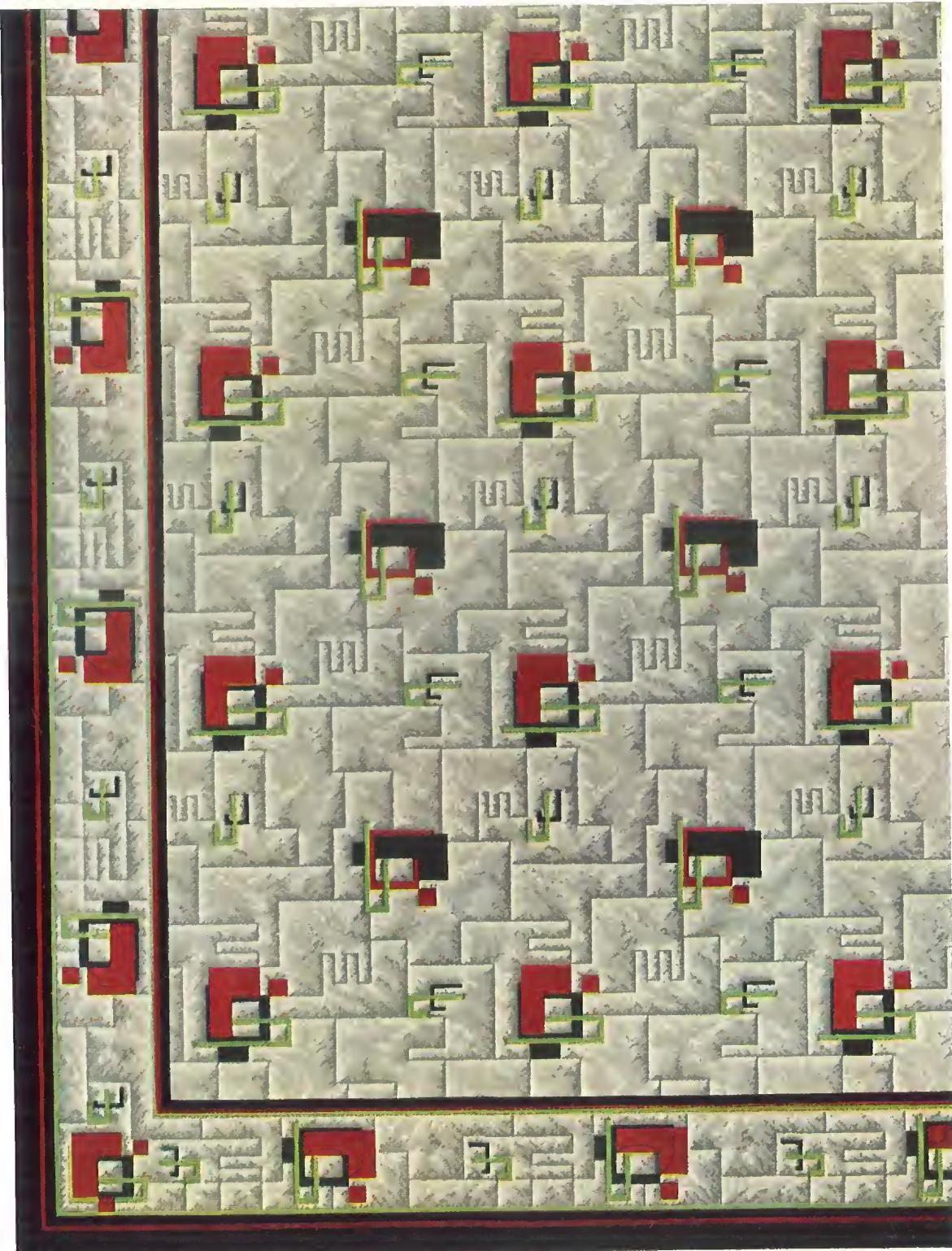
EMBOSSSED TILE



No. 2320 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Economy

EMBOSSED TILE



No. 2324 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9 also 2 yds. and 3 yds. wide 1/9 Actual Size

# BIRD Economy

CARVED LEAF



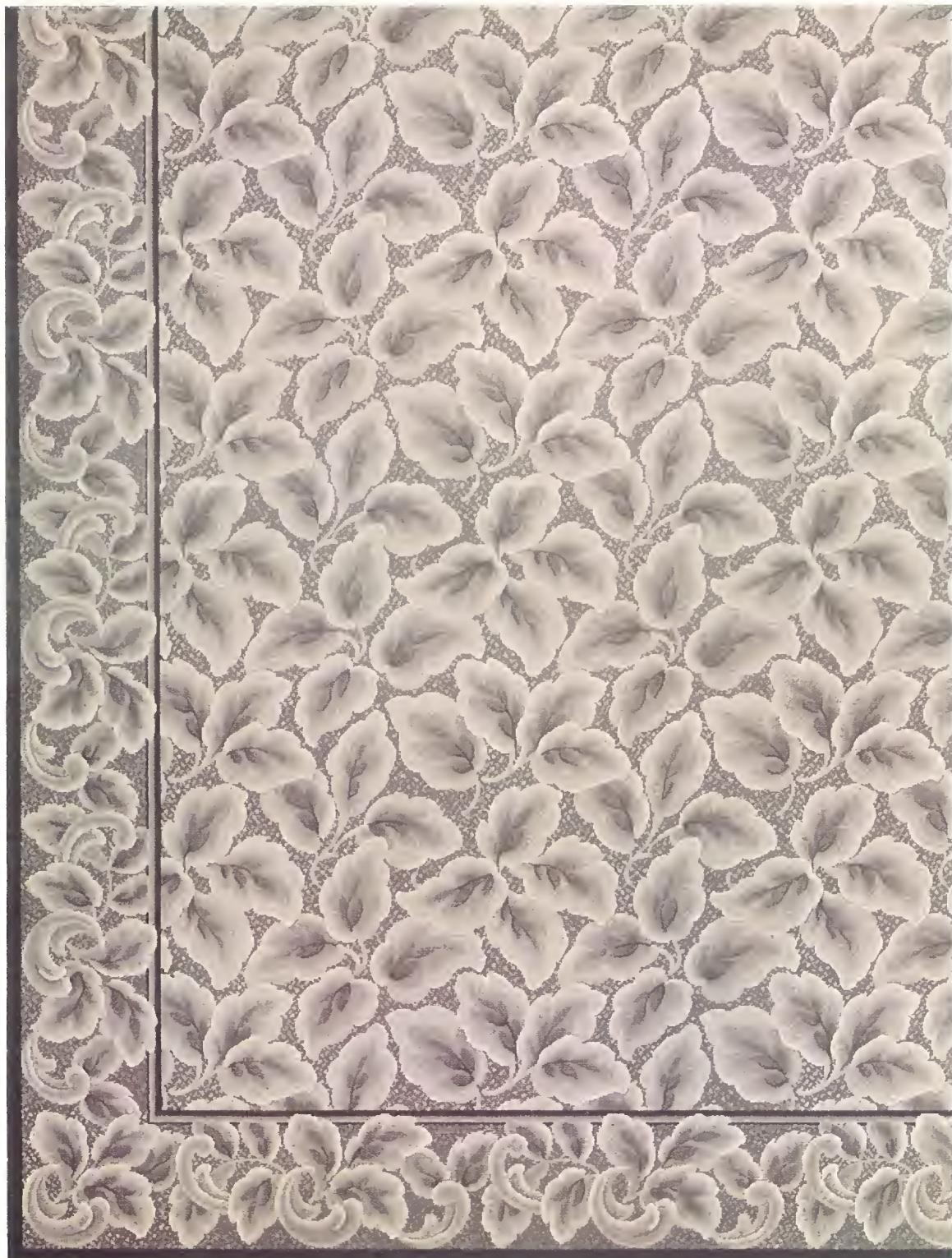
No. 2340

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

# BIRD Economy

## CARVED LEAF

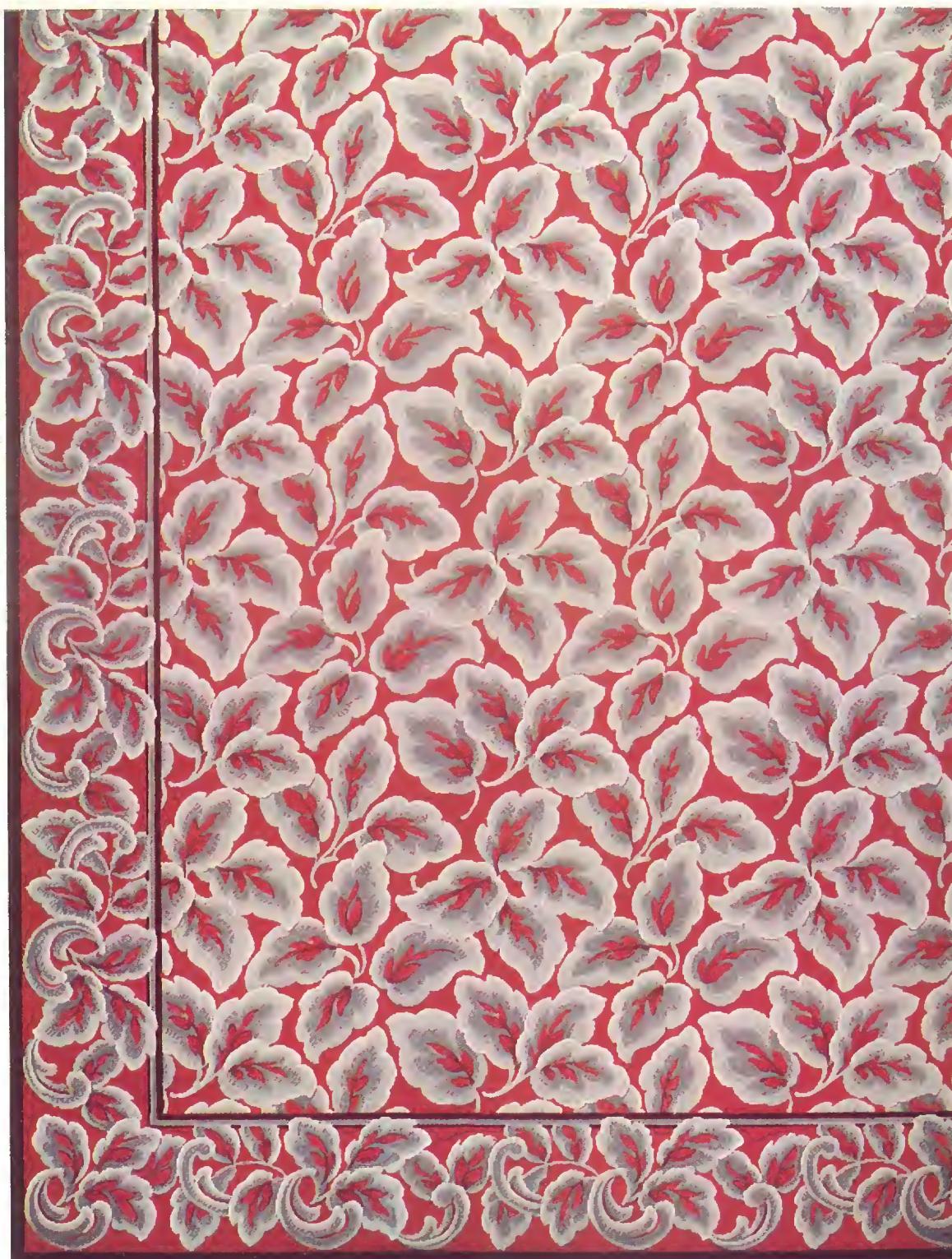


No. 2344

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

CARVED LEAF



No. 2345

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

# BIRD Economy

## PERIOD BORDERED FLORAL

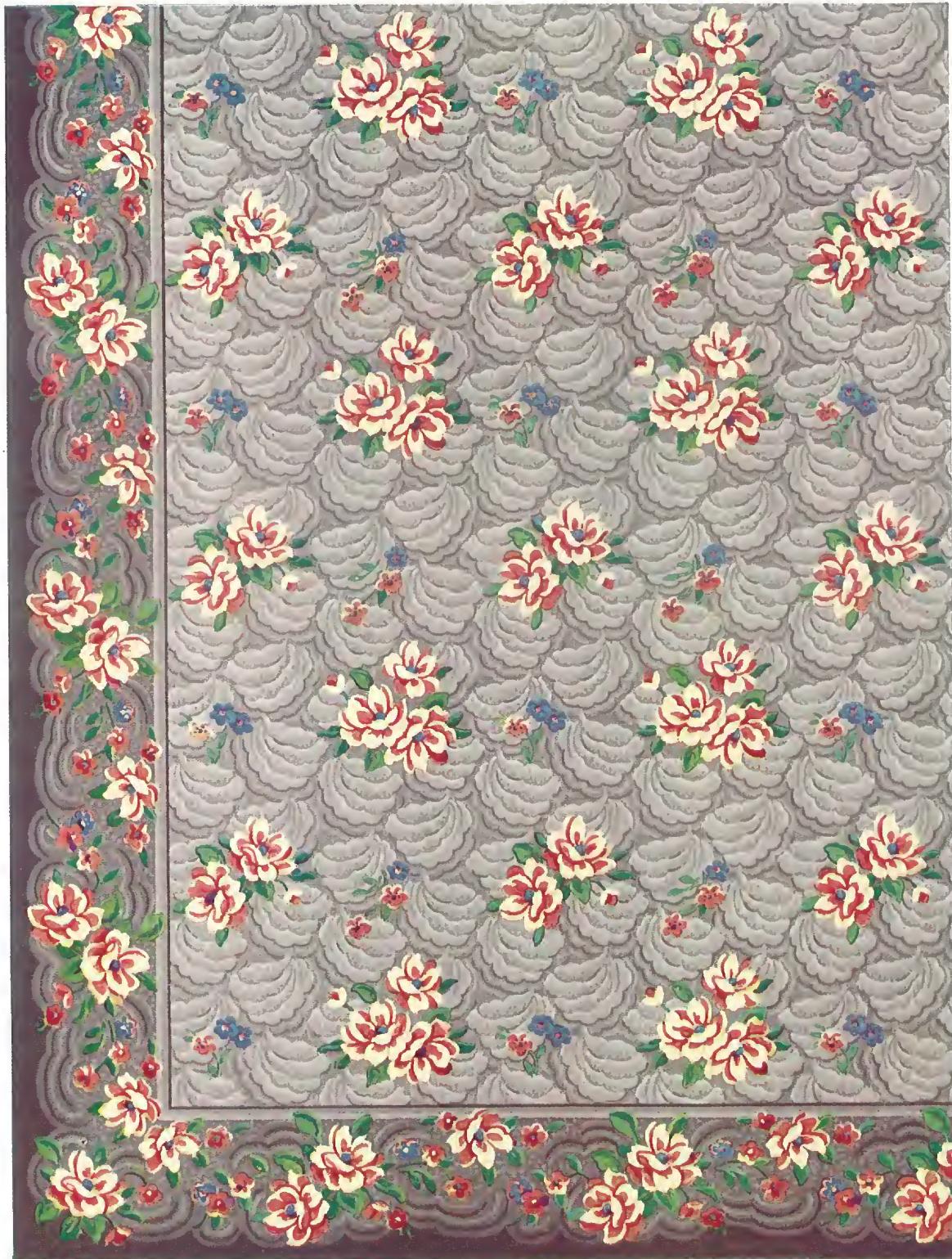


No. 2353

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

PERIOD BORDERED FLORAL



No. 2354

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

# BIRD Economy

## PERIOD BORDERED FLORAL

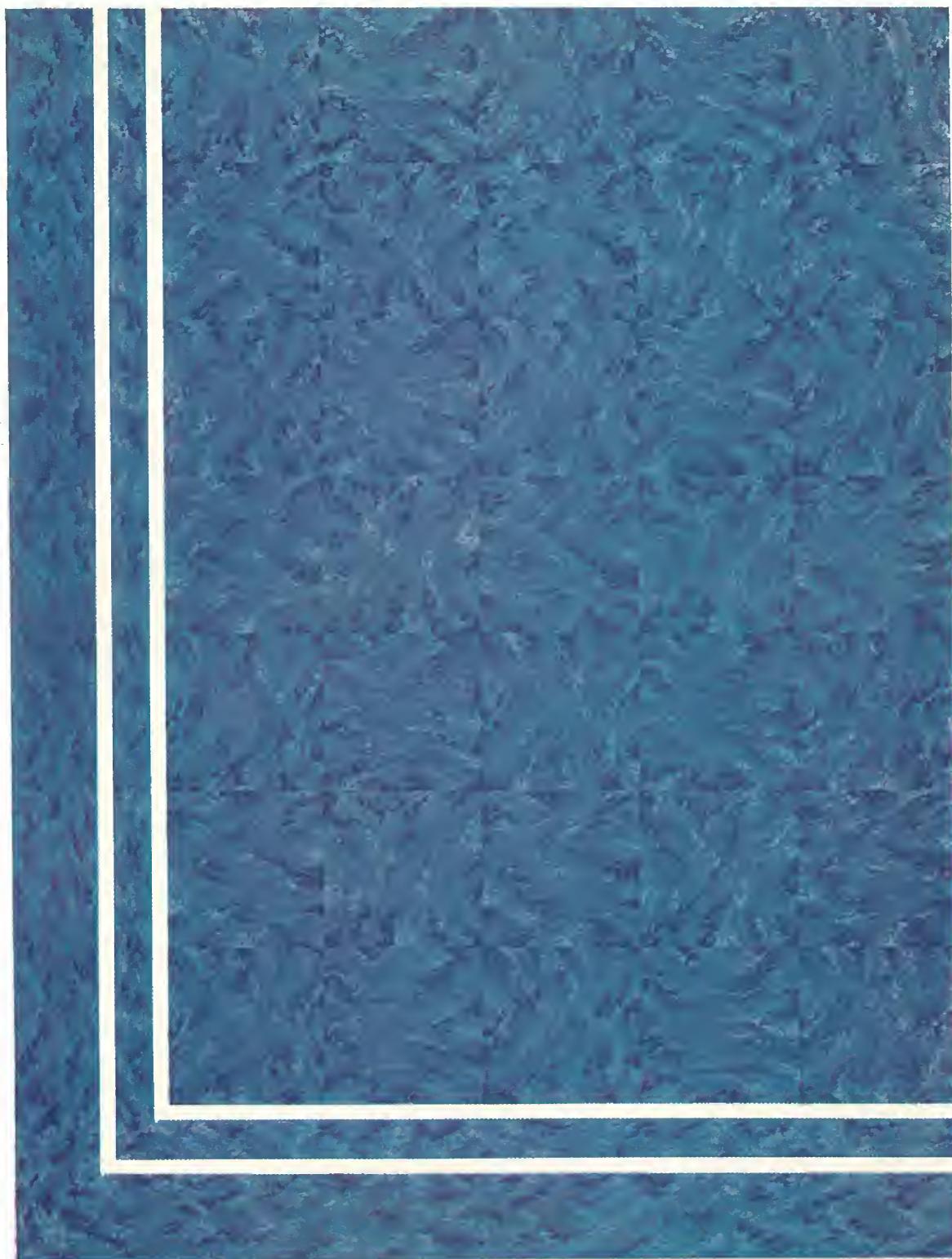


No. 2355

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

9" REVERSE BLOCK



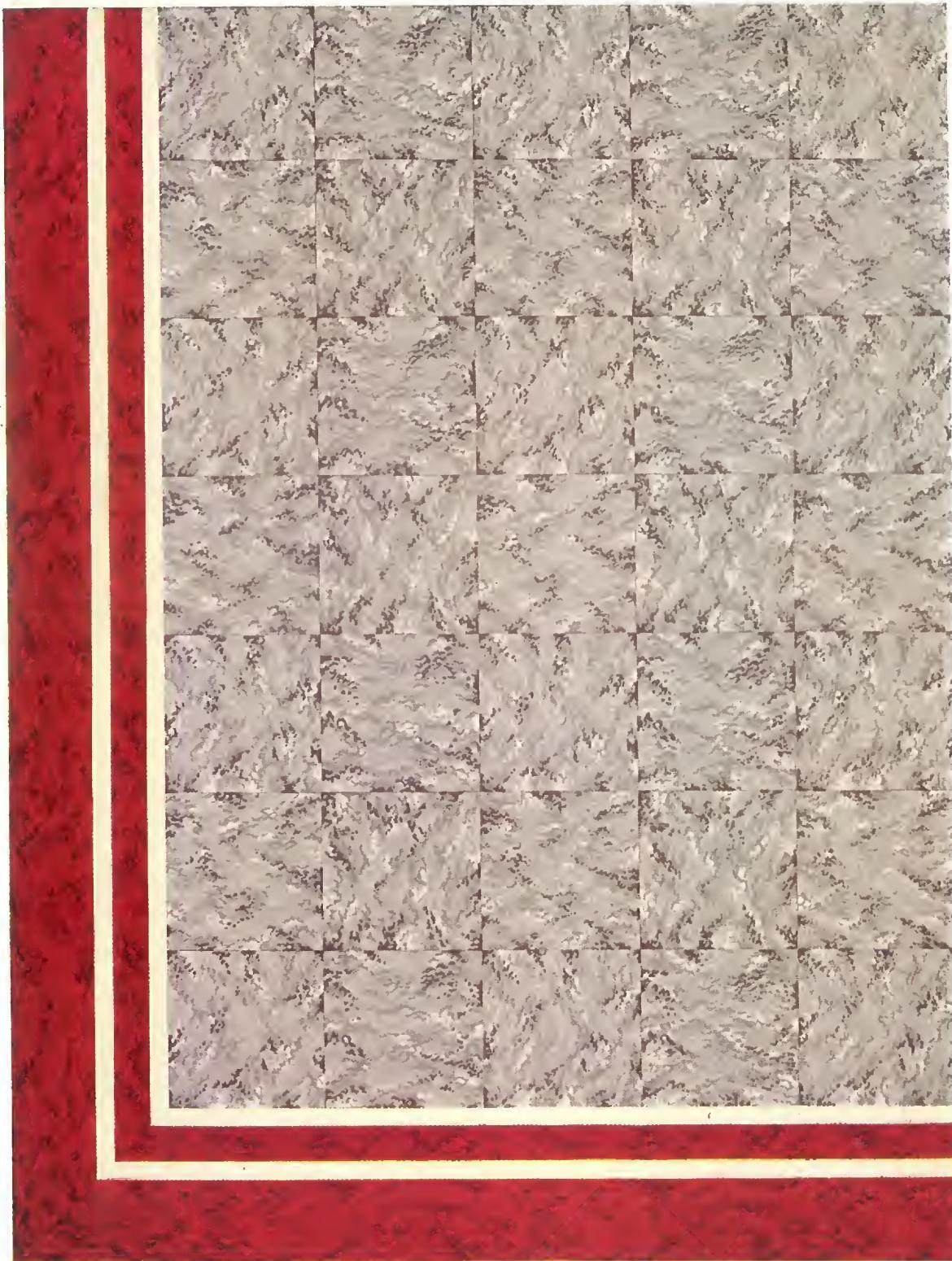
No. 2363

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

# BIRD Economy

9" REVERSE BLOCK



No. 2364

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

9" REVERSE BLOCK



No. 2365

sizes: 6x9, 7½x9, 9x9, 9x10½, 9x12, 9x15

1/9 Actual Size

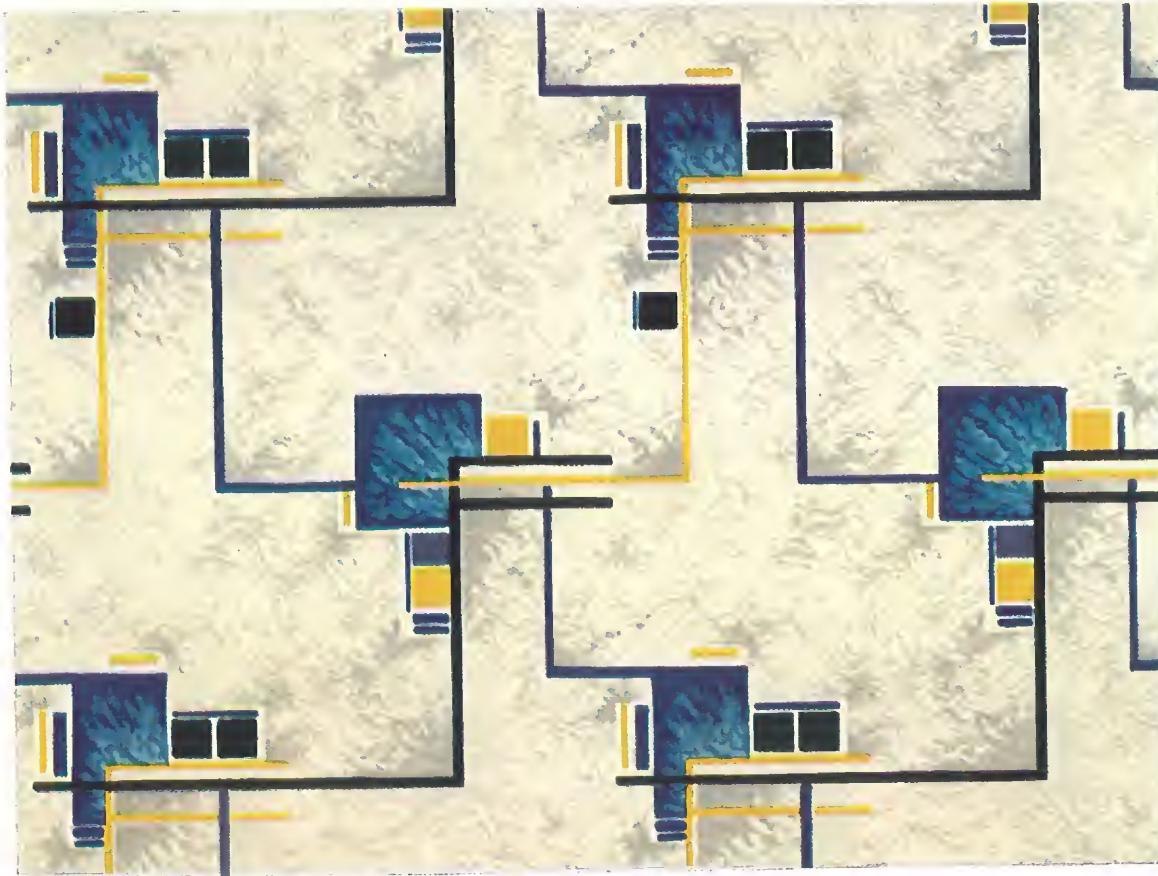
# BIRD Economy



No. 4283 2 yds. wide

No. 5283 3 yds. wide

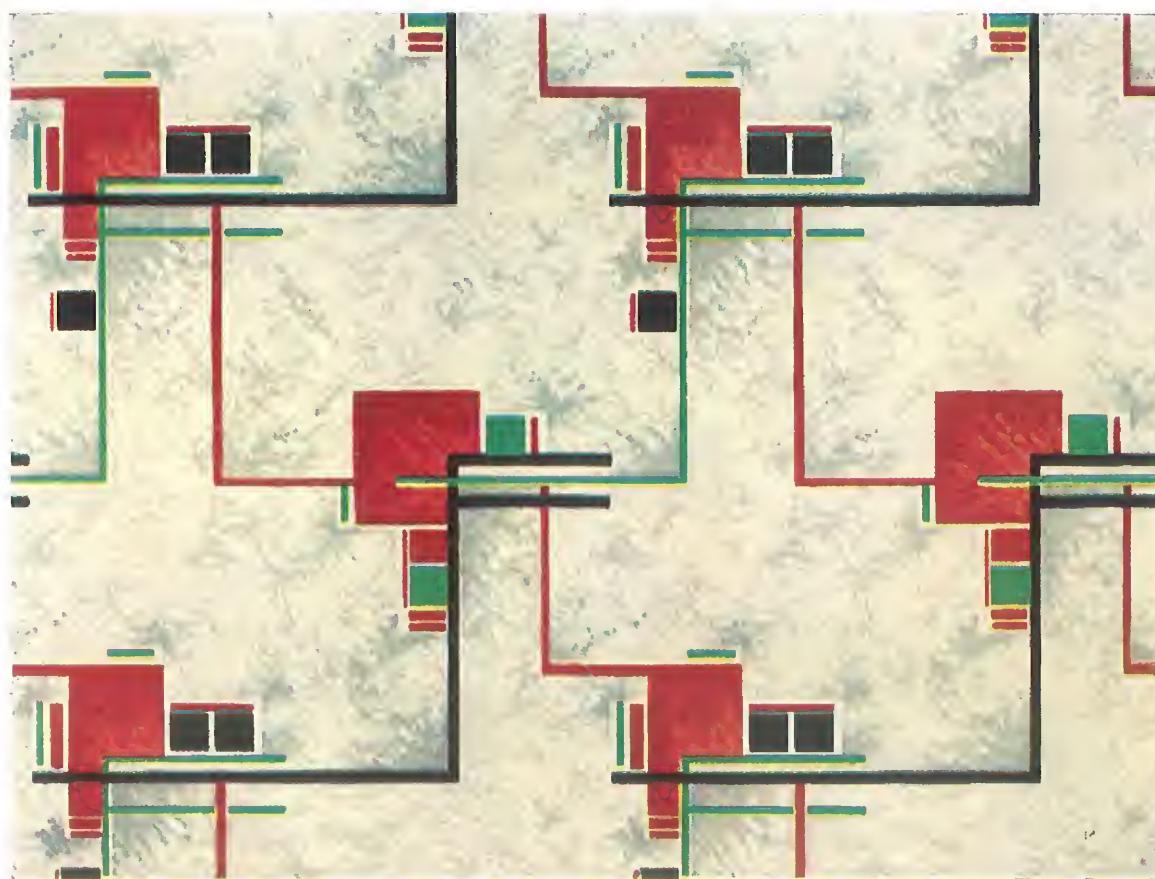
Repeat 18"



No. 4293 2 yds. wide

No. 5293 3 yds. wide

Repeat 18"



No. 4295 2 yds. wide

No. 5295 3 yds. wide

Repeat 18"



No. 4300 2 yds. wide

No. 5300 3 yds. wide

Also rugs Repeat 18"

# BIRD Economy



No. 4303 2 yds. wide

No. 5303 3 yds. wide

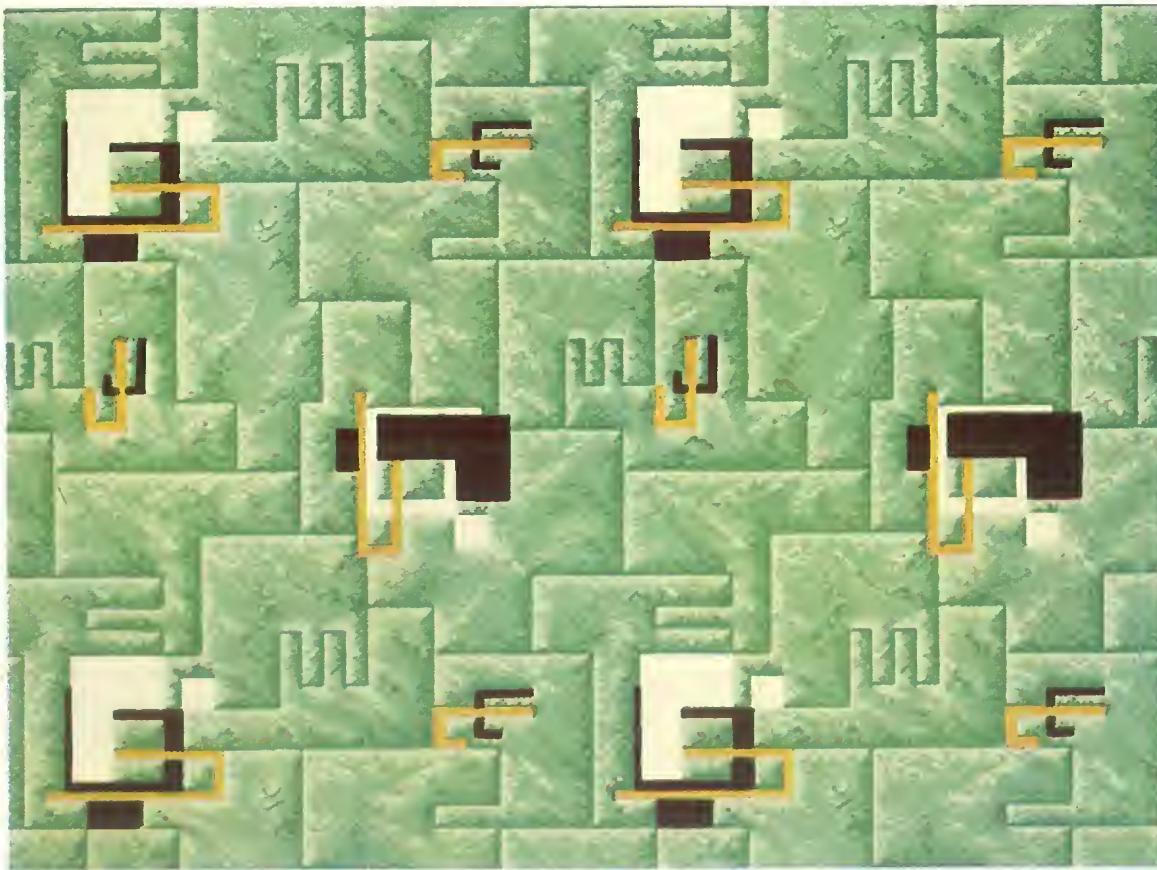
Also rugs Repeat 18"



No. 4305 2 yds. wide

No. 5305 3 yds. wide

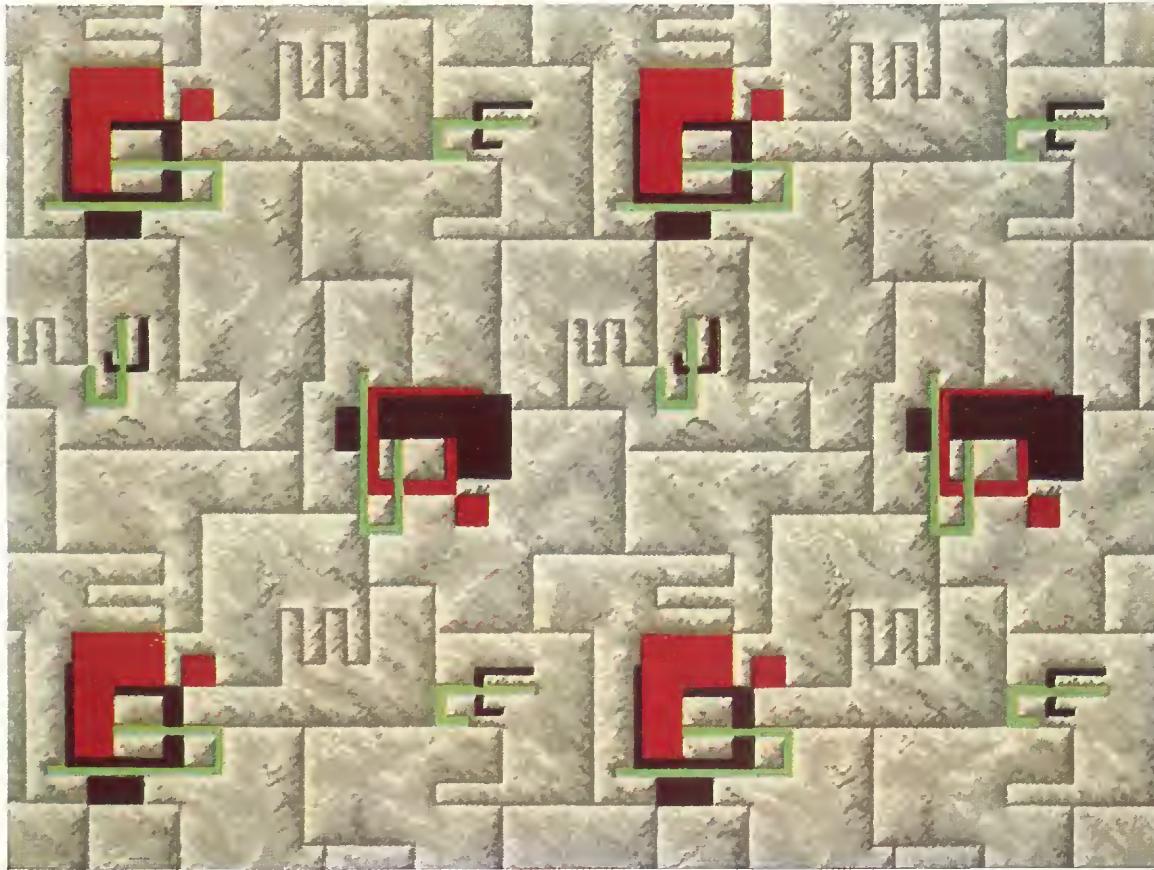
Also rugs Repeat 18"



No. 4320 2 yds. wide

No. 5320 3 yds. wide

Also rugs Repeat 18"



No. 4324 2 yds. wide

No. 5324 3 yds. wide

Also rugs Repeat 18"

# BIRD Economy



No. 4331 2 yds. wide

No. 5331 3 yds. wide

Repeat 18"



No. 4334 2 yds. wide

No. 5334 3 yds. wide

Repeat 18"

# BIRD Economy Hall Runner

These bright, colorful runners come in a variety of marbleized patterns and floral designs that add beauty and distinction wherever they are used. Economical to buy, they're durably constructed to give years and years of floor-saving wear without losing their gloss or bright colors. Easy to clean and keep clean. You'll find Economy Hall Runners bring real savings in cost, wear and work.



No. 8271    Width 24"    Repeat 18"



No. 8275    Width 24"    Repeat 18"



No. 8314    Width 24"    Repeat 18"



No. 8273    Width 24"    Repeat 18"



No. 8311    Width 24"    Repeat 18"

## BIRD Rug Border

Bird Rug Borders are an almost perfect simulation of the finest hardwood floors, in either plank or parquetry designs. By using a Bird Armolite Rug and Bird Rug Border, a floor can inexpensively be refinished and give a complete new personality to the room. Because Bird Rug Border looks so real in detail and color, it can be used effectively in a number of ways—as a shelf or counter covering, on show window floors . . . wherever the appearance of hardwood is desired. Its smooth glossy surface is easy to clean and holds a high polish.



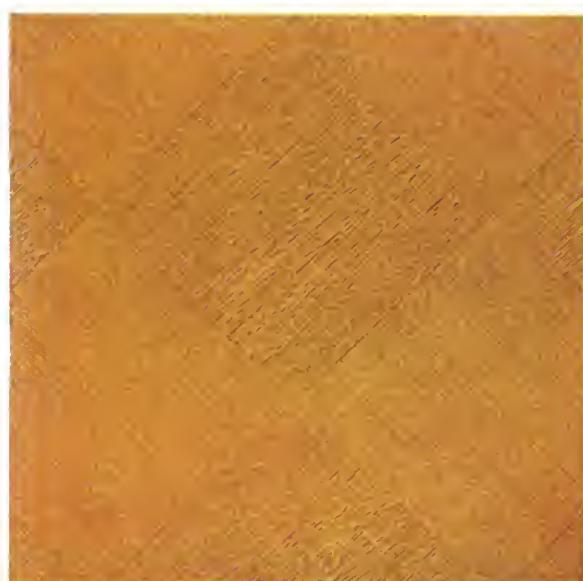
No. 124 24", 36", 72" Widths



No. 126 24", 36", 72" Widths



No. 153 24", 36", 72" Widths

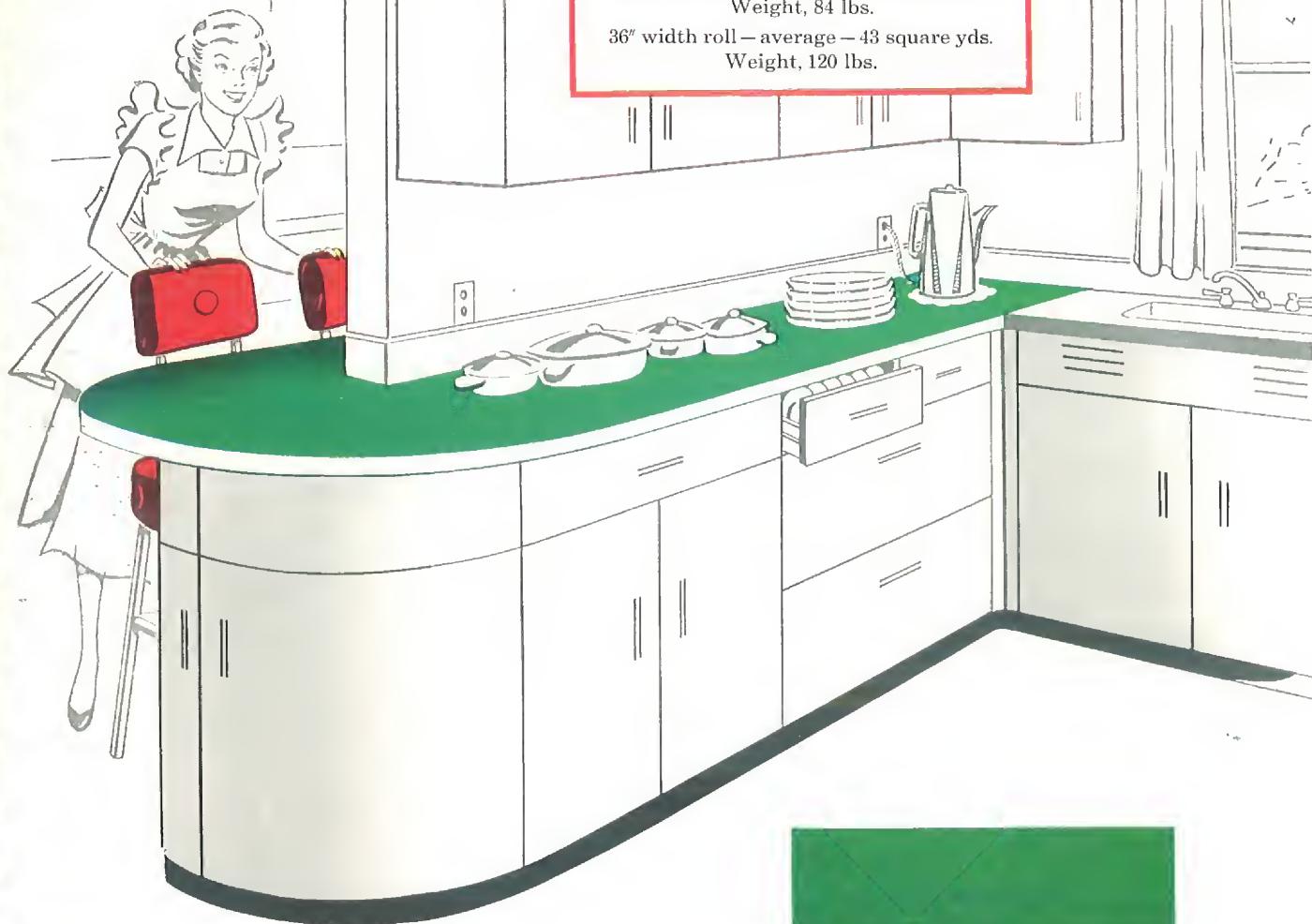


No. 152 24", 36", 72" Widths

#### SPECIFICATIONS

24" width roll — average — 44 linear yds.  
Weight, 84 lbs.

36" width roll — average — 43 square yds.  
Weight, 120 lbs.



## BIRD Counter Cover

This inexpensive enamel covering harmonizes perfectly with the most modern kitchens, brings life and sparkle to older ones. Its smooth, shiny surface brightens shelves and counters, gives a cheery atmosphere to the whole room. Bird Counter Cover will make dark pantries seem lighter, add the right touch of brilliant color to game room "coke" bars. Busy housewives find it a real boon because it wipes clean in a jiffy. Keep its gay lustre covered with wax and it will give long, satisfying service.



# *Save the Floor... Walk in Safety on* **BIRD "RUBBERLIKE"® Runner**

*for Home, Store,  
Office, Factory,  
Institution.*



**BIRD**  
& SON, inc.

Established 1795



PRICE PER YARD  
36" wide  
27" wide

**Bird RUBBERLIKE®  
Runner**

PATENTED  
NON-RUBBER  
CONSTRUCTION

**BIRD**  
A SON, Inc.  
CANADA

PATENTED  
NON-RUBBER  
CONSTRUCTION

Packed in rolls 27 inches  
wide by 100 ft. or 36 inches by  
75 ft. Black only. Also avail-  
able in wide ribbed design.



Somewhere in *every* building there's a need for Rubberlike Runner. Wherever there's exceptional wear on floors, danger of slipping, worn or splintered spots—that's the place for Rubberlike. This sturdily built runner is made to absorb punishment, take the brunt of the load, and save the floor underneath. Its deeply corrugated surface gives firm footing, prevents accidents, lessens foot fatigue. Because it channels traffic, dirt does not spread to surrounding areas—is easily cleaned up. Wears for years, lies flat without cementing, costs but pennies.

## New Display Rack Makes Easier Sales

This sales aid will stop your customers. It displays Rubberlike Runner attractively, makes selling them easier when they feel the quality, learn the price. A tested sales-getter that costs you only \$5.00.

# BIRD Lining Felts



**ALL BIRD LINING FELTS**  
are economical, carefully  
packaged, easy to handle  
and easy to lay.



## FOUR TYPES FOR DIFFERENT FLOOR COVERINGS

BIRD  $\frac{3}{4}$  LB. DRY LINING FELT — the best felt for use under linoleum.

BIRD SEMI-SATURATED LINING FELT — a good felt for use under linoleum.

BIRD NO. 15 SATURATED LINING FELT — for use with asphalt and rubber tile as specified.

BIRD STANDARD SATURATED LINING FELT — super-quality felt for use with rubber as specified.

Made in one solid layer of strong, densely-packed and interlaced fibres, Bird Lining Felts make a long-lasting, resilient base for any permanent floor covering. They help to smooth out unevenness of floor beneath, provide a warmer, quieter floor, distribute wear equally and absorb much of the punishment. Bird Lining Felts accept cement and paste readily, providing a tight union between floor and floor covering which helps preserve its life. Bird Saturated Felts have an asphalt saturant added which increases resistance to moisture and supplies even greater strength. They are exceptionally adaptable for use under rubber and asphalt tile.



Note how tightly the fibres are packed in a solid layer to form a better, long-lasting base.

# INSTRUCTIONS FOR THE MAINTENANCE OF BIRD FLOOR COVERINGS

## 1. BIRD LINOLEUM ON FLOORS

### Cleaning:

Bird Linoleum stays clean without excessive washing. When necessary to clean, wash the entire floor with a mild soap and water. Stubborn dirt spots may be removed with a mild abrasive such as Bon-Ami or by rubbing lightly with fine steel wool. After washing, rinse with clean water and mop dry. Do not use an excess of water. Never use strong soaps, alkalies, or cleaners containing solvents.

### Wax Application:

When the Linoleum is dry, apply an approved self-polishing water wax with a soft cloth or commercial applicator. Spread the wax in a thin, even layer with strokes in one direction. Allow the wax to dry for 30 minutes. A second coat of wax may be necessary on floors subjected to very heavy traffic, but the second coat should not be applied until after the first coat of wax is thoroughly dry.

### Warning:

Never use paste waxes, plastic finishes, varnishes, or shellac as a protective coating for Bird Linoleum on floors.

### Maintenance:

Floors which are daily cleaned with a dry mop to remove surface dirt and dust will require less frequent washing and scrubbing with soap and water. Heavy traffic areas should be waxed each week; other areas less frequently. Always apply a protective coating of wax after washing with soap and water.

### Protection of Linoleum:

Legs of chairs, tables, and desks should be equipped with large-diameter casters and gliders to prevent unsightly dents and permanent scars on the Linoleum.

We recommend for ordinary chairs a swivel-type rest with a 1½" diameter flat base; for swivel chairs, a soft rubber tread caster wheel 2" in diameter by ⅜" face. Furniture legs should be set in cups or be protected with flat base slides 1-1/16" in diameter. This type of equipment is made by various manufacturers.

We also recommend the following types of floor protection equipment as manufactured by the Bassick Company:

Light, medium and heavy chairs — NR-2, NR-3, NR-4, NR-20, NR-30, NR-40

Office chairs with swivel ball bearing casters — 9696 "Baco".

Furniture legs — Nomar cups NDC-6, NDC-7, NDC-125, NDC-225, NDC-325, CG-91, CG-92, CG-93.

## 2. BIRD LINOLEUM ON COUNTER TOPS

Clean the counter top with soap and water to remove all grease and dirt. Rinse with clean water and dry. Wax the surface with a paste wax and rub well into the surface. Allow wax to dry for 30 minutes and then buff with a soft, dry cloth.

All fruit and vegetable juices as well as alkalies and strong soaps should be immediately wiped off of counter tops to prevent discoloration of the Linoleum. Do not set hot dishes or hot pans directly on the Linoleum counter top.

## 3. BIRD ENAMEL SURFACE RUGS AND FLOOR COVERINGS

It is very seldom necessary to scrub enamel surface floor coverings. In fact, it is possible to wash more enamel away with strong, abrasive soaps than it is to wear it off. The usual amount of dust and dirt can be removed with a dry or water-dampened mop. Never use an oiled mop. Abnormal accumulation of dirt can usually be removed with a mild soap, after which a rinse with clear, warm water is necessary.

Stubborn marks can be removed with a mild abrasive soap. Use only on the spot to be cleaned, then wash with mild soap followed by a clear, warm water rinse.

Range oil, grease or similar substances are very harmful and must be wiped up as soon as possible after being spilled.

As a protective coating use only a good grade of self-polishing wax, applied in a thin coat. Do not use any varnish, shellac or similar coatings on enamel surface floor covering. These tend to discolor the surface and will show wear in traffic lanes which cannot be touched up.

Dome type furniture rests or small casters should not be used on furniture placed on hard surface floor covering since deep dents will result. Used on chairs, they may actually tear the floor covering. Use only the flat type of furniture rests. For household use, the Bassick Cushion Type CG-92 or the flat drive-on type NR-3 is recommended. If buckling occurs under heavy furniture or against any vertical surface, it should be relieved by moving the furniture from its position until the bulge flattens, or by cutting excess material at the vertical surface.

Protruding shoe nails will mark and dent the enamel surface.

### LIST OF APPROVED SOAPS

Lux	Iever Bros., Cambridge, Mass.
Ivory Flakes	Procter & Gamble, Cincinnati, Ohio
Ivory Soap	Procter & Gamble, Cincinnati, Ohio
Smiling Scot	Ohio Lab. Inc., Columbus, Ohio
Penetone	Penetone Co., Tenafly, New Jersey

## CODE WORDS

### LINOLEUM (Standard Gauge)

Width 2 yds. wide	Code Lilac

### LINOLEUM TILE

Size 9" x 9"	Code Lace

### ENAMEL SURFACE

Size	Armorlite Code
9 x 15 Rugs	Atom
9 x 12 "	Abad
9 x 10½ "	Altim
9 x 9 "	Aztec
7½ x 9 "	Aurig
6 x 9 "	Anzac
Fl. Cov. 2 yds. wide	Arion
Fl. Cov. 3 yds. wide	Asap

### RUG BORDER

Width 24"	Code Ascot
36"	Ashur
72"	Asnod

### ECONOMY HALL RUNNER

Width 24"	Code Bolo

Pattern reproductions in this catalog are as perfect as the limitations of color printing permit, but an exact match of the merchandise cannot be guaranteed.

Form No. 691-L-DI-EJ

### LINOLEUM (Light Gauge)

Width 2 yds. wide	Code Lion

### DUOTONE TILE

Size 7½" x 7½"	Code Lobe

### ARMORITE

Code	Economy Code
Dry	Zion
Semi-Saturated	Arrow
=15 Saturated	Axmin
Standard Saturated	Aves

### BIRD LINING FELT

Weight	36"
¾ Dry	Zion
Semi-Saturated	Queen
=15 Saturated	Quarry

### RUBBERLIKE RUNNER

Width 36"	Wide Ribbed Code Rod	Narrow Ribbed Width 36"	Code Rose
27"	Rex	27"	Rust

### BIRD COUNTER COVER

Width 24"	Code Cona	Width 36"	Code Crust

### RUBBERLIKE STAIR-TREADS — Narrow Ribbed

Size 9" x 18"	Code Jab

### AVERAGE YARDAGE

Bird Linoleum - Standard Gauge	Bird Rug Border
2 yds. wide..... 56 sq. yds.	24" wide..... 53 lin. yds.
	36" wide..... 57 sq. yds.
Bird Linoleum - Light Gauge	72" wide..... 90 sq. yds.
2 yds. wide..... 60 sq. yds.	
Bird Armolite Floor Covering	Bird Rubberlike Runner
2 yds. wide..... 58 sq. yds.	35" wide..... 25 sq. yds.
3 yds. wide..... 85 sq. yds.	27" wide..... 33½ lin. yds.
Bird Counter Cover	Bird Rubberlike Stair-Treads
24" wide..... 44 lin. yds.	9" x 18"..... 72 per case
36" wide..... 43 sq. yds.	
Bird Economy Floor Covering	Bird Linoleum Tile - Standard Gauge
2 yds. wide..... 59 sq. yds.	9" x 9"..... 45 sq. ft. per case
3 yds. wide..... 80 sq. yds.	7½" x 7½"..... 46.875 sq. ft. per case
Bird Economy Hall Runner	
24" wide..... 55 lin. yds.	

## ROOM MEASUREMENTS

AREA IS GIVEN IN SQUARE YARDS

Lengths in feet	6-0	6-6	7-0	7-6	8-0	8-6	9-0	9-6	10-0	10-6	11-0	11-6	12-0	12-6	13-0	13-6	14-0	14-6	15-0	15-6	16-0	16-6	17-0	17-6	18-0								
Widths in feet	4	4½	4¾	5	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	11	11½	12	12½	13	13½	14						
6-6		5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10½	11	11½	11¾	12	12½	13	13½	14	14½	14¾							
7-0		6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	11	11½	11¾	12	12½	13	13½	14	14½	14¾									
7-6				7½	7¾	8	8½	8¾	9	9½	9¾	10½	10¾	11½	11¾	12½	12¾	13	13½	14	14½	14¾	15	15½	15¾								
8-0					8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	12	12½	12¾	13	13½	14	14½	14¾	15	15½	16	16½							
8-6						9½	9¾	10	10½	11	11½	11¾	12	12½	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½							
9-0							9½	9¾	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½							
9-6								10½	10¾	11	11½	12	12½	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½								
10-0									11½	11¾	12	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½	19	19½	19¾	19½						
10-6										12½	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½	19	19½	20	20½							
11-0											13½	14	14½	15	15½	16	16½	17	17½	18	18½	19	19½	20	20½	21	21½						
11-6												15½	16	16½	17	17½	18	18½	19	19½	20	20½	21	21½	22	22½							
12-0													17½	18	18½	19	19½	20	20½	21	21½	22	22½	23	23½	24	24½						
12-6														19½	20	21	21½	22	22½	23	23½	24	24½	25	25½	26	26½						
13-0															20½	21	21½	22	22½	23	23½	24	24½	25	25½	26	26½	27	27½				
13-6																21½	22	22½	23	23½	24	24½	25	25½	26	26½	27	27½	28	28½			
14-0																	22½	23	23½	24	24½	25	25½	26	26½	27	27½	28	28½	29	29½		
14-6																		23½	24	24½	25	25½	26	26½	27	27½	28	28½	29	29½	30	30½	
15-0																		24½	25	25½	26	26½	27	27½	28	28½	29	29½	30	30½	31	31½	
15-6																			25½	26	26½	27	27½	28	28½	29	29½	30	30½	31	31½	32	32½
16-0																			26½	27	27½	28	28½	29	29½	30	30½	31	31½	32	32½	33	33½
16-6																			27½	28	28½	29	29½	30	30½	31	31½	32	32½	33	33½	34	34½
17-0																			28½	29	29½	30	30½	31	31½	32	32½	33	33½	34	34½	35	35½
17-6																			29½	30	30½	31	31½	32	32½	33	33½	34	34½	35	35½	36	36½
18-0																																	

## BIRD FLOOR COVERING COLOR CODE

ALL BIRD FLOOR COVERINGS have a code number.

This number identifies them as follows:

The first number designates the product:

6 - Armorlite rugs	3 - Armorlite yard goods two yards wide
1 - Armorlite yard goods three yards wide	0 - Linoleum
2 - Economy rugs	4 - Economy yard goods two yards wide
	5 - Economy yard goods three yards wide.

The second and third numbers designate the design number.

The last number indicates the color:

0 - Green	1 - Tan	2 - Taupe	3 - Blue
5 - Red	6 - Black	7, 8, 9 - Miscellaneous and special colorings.	4 - Grey

# INDEX

Subject	Pages
Bird History . . . . .	2 & 3
Promotional Program . . . . .	4 & 5
Linoleum . . . . .	7 & 22
Linoleum Tile and Duofone Tile . . . . .	21 & 22
Story of Duotone Tile . . . . .	23
Duotone Tile Combinations . . . . .	28 & 29
Marbleized Linoleum Tiles . . . . .	27
Armorlite Rugs* . . . . .	31-64
Armorlite Yard Goods* . . . . .	65-83
Armorlite Hall Runner . . . . .	84
Economy Rugs* . . . . .	85-103
Economy Yard Goods* . . . . .	104-108
Economy Hall Runners . . . . .	109
Rug Border . . . . .	110
Counter Cover . . . . .	111
Rubberlike Runner . . . . .	112
Lining Felts . . . . .	113
Instructions for Maintenance . . . . .	114
Code Words . . . . .	114
Measurement Chart and Color Code . . . . .	115
Index . . . . .	116

\*Patterns arranged consecutively

# ESTIMATING CHART – BIRD $7\frac{1}{2} \times 7\frac{1}{2}$ DUOTO

Dimension B

Dimension B

	30-0	29-6	29-0	28-6	28-0	27-6	27-0	26-6	26-0	25-6	25-0	24-6	24-0	23-6	23-0	22-6	22-0	21-6	21-0	20-6	20-0	19-6	19-	
30-0	2534																							
29-6	2534	2534																						
29-0	2481	2481	2429																					
28-6	2428	2428	2378	2327																				
28-0	2376	2376	2324	2277	2220																			
27-6	2323	2323	2274	2224	2178	2130																		
27-0	2323	2323	2274	2224	2178	2130	2130																	
26-6	2270	2270	2223	2175	2128	2080	2080	2035																
26-0	2217	2217	2171	2125	2078	2032	2032	2008	1936															
25-6	2164	2164	2119	2074	2029	1984	1984	1939	1896	1849														
25-0	2111	2111	2068	2024	1980	1936	1936	1892	1850	1804	1760													
24-6	2111	2111	2068	2024	1980	1936	1936	1892	1850	1804	1760	1760												
24-0	2058	2058	2016	1974	1930	1888	1888	1845	1804	1758	1716	1716	1672											
23-6	2005	2005	1964	1923	1881	1840	1840	1798	1756	1725	1672	1672	1630	1588										
23-0	1952	1952	1912	1873	1831	1792	1792	1751	1710	1669	1628	1628	1587	1546	1507									
22-6	1899	1899	1861	1823	1780	1744	1744	1704	1663	1615	1584	1584	1544	1504	1466	1425								
22-0	1899	1899	1861	1823	1780	1744	1744	1704	1663	1615	1584	1584	1544	1504	1466	1425	1425							
21-6	1846	1846	1809	1772	1730	1696	1696	1657	1617	1578	1540	1540	1501	1462	1424	1386	1386	1347						
21-0	1793	1793	1757	1722	1680	1648	1648	1610	1570	1532	1496	1496	1458	1420	1383	1346	1346	1309	1271					
20-6	1740	1740	1706	1672	1630	1600	1600	1563	1518	1488	1452	1452	1415	1378	1343	1306	1306	1270	1234	1197				
20-0	1687	1687	1654	1621	1580	1552	1552	1516	1475	1444	1408	1408	1372	1336	1302	1267	1267	1232	1196	1161	1126			
19-6	1687	1687	1654	1621	1580	1552	1552	1516	1475	1444	1408	1408	1372	1336	1302	1267	1267	1232	1196	1161	1126	1126		
19-0	1634	1634	1602	1571	1530	1504	1504	1468	1426	1400	1364	1364	1329	1294	1261	1227	1227	1193	1159	1125	1091	1091	1091	1091
18-6	1581	1581	1551	1521	1480	1454	1454	1421	1380	1356	1320	1320	1286	1252	1220	1188	1188	1155	1121	1089	1056	1056	1056	1056
18-0	1528	1528	1499	1470	1430	1406	1406	1374	1334	1312	1276	1276	1243	1210	1179	1148	1148	1116	1084	1053	1020	1020	1020	1020
17-6	1475	1475	1447	1420	1380	1358	1358	1327	1288	1262	1232	1232	1200	1168	1138	1109	1109	1078	1046	1017	985	985	985	985
17-0	1475	1475	1447	1420	1380	1358	1358	1327	1288	1262	1232	1232	1200	1168	1138	1109	1109	1078	1046	1017	985	985	985	985
16-6	1422	1422	1395	1369	1330	1310	1310	1280	1242	1218	1188	1188	1157	1126	1079	1069	1069	1039	1009	971	950	950	950	950
16-0	1369	1369	1344	1318	1280	1262	1262	1233	1196	1174	1144	1144	1114	1084	1056	1030	1030	1001	971	935	915	915	915	915
15-6	1316	1316	1292	1267	1230	1214	1214	1186	1150	1130	1100	1100	1071	1042	1015	990	990	962	934	899	880	880	880	880
15-0	1263	1263	1240	1216	1180	1166	1166	1138	1105	1082	1056	1056	1028	1000	974	951	951	924	896	863	844	844	844	844
14-6	1263	1263	1240	1216	1180	1166	1166	1138	1105	1082	1056	1056	1028	1000	974	951	951	924	896	863	844	844	844	844
14-0	1210	1210	1189	1166	1130	1118	1118	1091	1062	1038	1012	1012	985	960	933	911	911	885	859	827	809	809	809	809
13-6	1157	1157	1137	1116	1080	1070	1070	1043	1016	993	968	968	942	918	892	872	872	847	821	791	774	774	774	774
13-0	1104	1104	1085	1065	1030	1022	1022	996	970	948	924	924	900	876	851	832	832	808	784	755	739	739	739	739
12-6	1051	1051	1034	1015	990	974	974	951	924	902	880	880	857	833	810	793	793	770	746	719	704	704	704	704
12-0	1051	1051	1034	1015	990	974	974	951	924	902	880	880	857	833	810	793	793	770	746	719	704	704	704	704
11-6	1000	1000	982	965	941	924	924	904	878	858	836	836	814	791	769	753	753	731	709	683	668	668	668	668
11-0	950	950	930	915	892	875	875	857	832	814	792	792	771	749	728	714	714	693	671	647	633	633	633	633
10-6	897	897	878	864	843	827	827	810	785	770	748	748	728	710	687	674	674	654	634	611	598	598	598	598
10-0	844	844	827	814	794	779	779	763	739	721	704	704	685	668	646	635	635	616	596	575	563	563	563	563
9-6	844	844	827	814	794	779	779	763	739	721	704	704	685	668	646	635	635	616	596	575	563	563	563	563
9-0	791	791	775	764	743	731	731	715	693	676	660	660	642	627	605	595	595	577	559	539	527	527	527	527
8-6	738	738	723	713	696	683	683	667	646	632	616	616	600	585	564	556	556	538	521	503	492	492	492	492
8-0	685	685	672	663	647	635	635	620	600	586	572	572	557	544	524	516	516	500	484	467	457	457	457	457
7-6	632	632	618	607	598	587	587	572	554	541	528	528	514	502	484	477	477	461	446	431	422	422	422	422
7-0	632	632	618	607	598	587	587	572	554	541	528	528	514	502	484	477	477	461	446	431	422	422	422	422
6-6	580	580	568	556	549	539	539	525	508	493	484	484	471	460	443	437	437	422	409	395	386	386	386	386
6-0	530	530	517	512	500	492	492	478	462	451	440	440	428	418	402	398	398	384	371	359	351	351	351	351
5-6	477	477	465	461	451	444	444	431	415	405	396	396	385	377	363	358	358	345	334	323	316	316	316	316
5-0	424	424	413	410	402	396	396	384	369	360	352	352	342	335	325	317	317	307	296	287	281	281	281	281

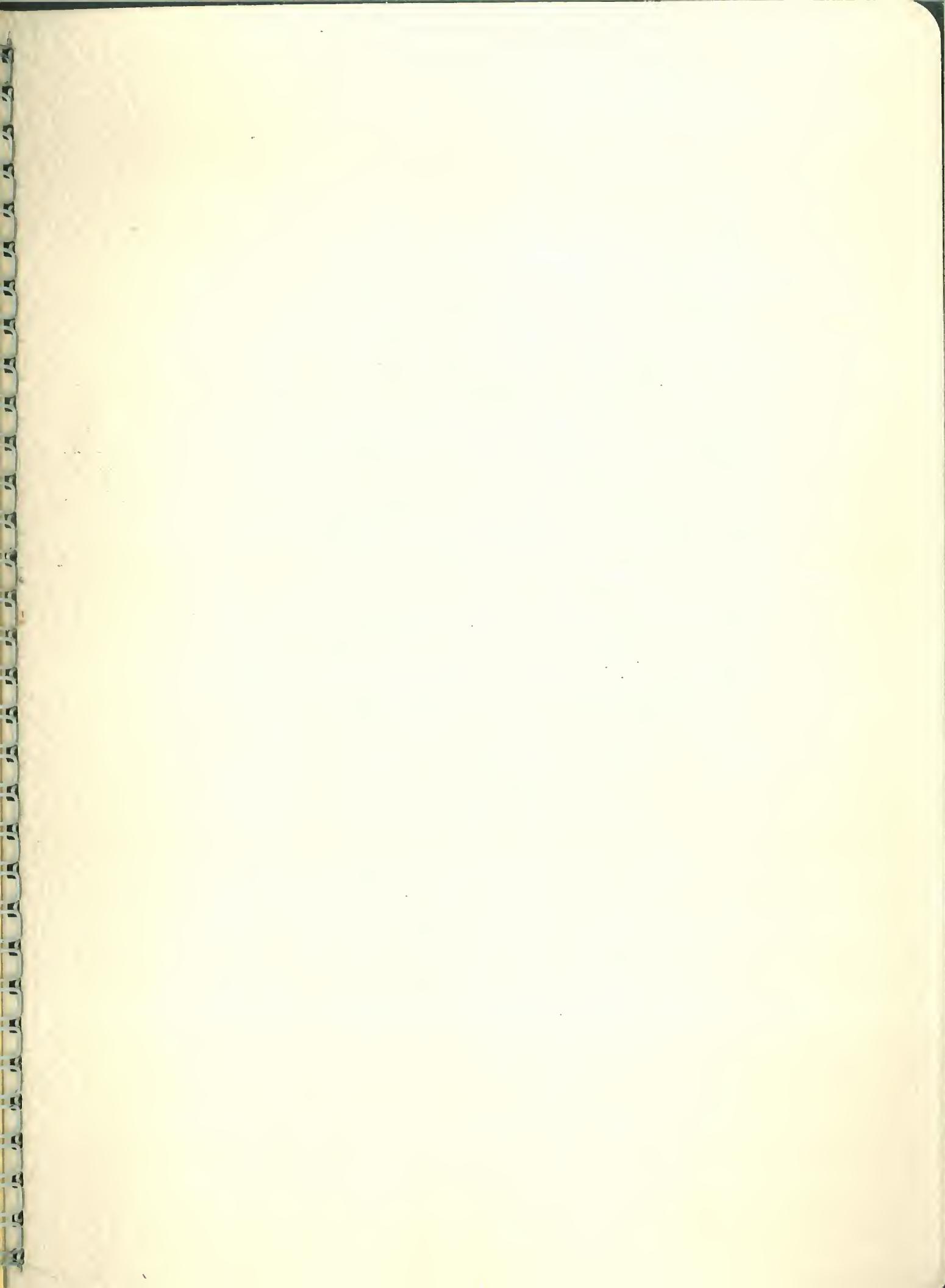
Above figures indicate number of tiles required. — The combined width of both parallel borders should be subtracted from the over-all room measurement before estimating.

# ONE Linoleum Tile Dimension A

0	18-6	18-0	17-6	17-0	16-6	16-0	15-6	15-0	14-6	14-0	13-6	13-0	12-6	12-0	11-6	11-0	10-6	10-0	9-6	9-0	8-6	8-0	7-6	7-0	6-6	6-0	5-6	5-0			
0	990																														
38	957	925																													
54	924	893	862																												
54	924	893	862	862																											
80	891	861	831	831	802																										
86	858	829	800	800	772	742																									
92	823	797	769	769	742	715	687																								
98	790	765	738	738	712	686	660	633	633																						
14	790	765	738	738	712	686	660	633	633																						
14	751	733	707	707	682	657	632	607	607	581																					
50	724	701	676	676	652	629	605	580	580	556	532																				
6	691	669	645	645	622	600	577	554	554	531	508	485																			
12	658	637	614	614	592	571	550	528	528	506	484	464	440																		
12	658	637	614	614	592	571	550	528	528	506	484	464	440	440																	
8	625	605	583	583	562	542	522	501	501	480	459	438	418	418	397																
4	592	573	552	552	532	513	495	475	475	455	435	415	396	396	376	356															
50	559	541	521	521	502	484	467	448	448	430	411	392	374	374	355	336	317														
6	526	509	490	490	472	455	440	422	422	406	387	369	352	352	334	316	299	281													
6	526	509	490	490	472	455	440	422	422	406	387	369	352	352	334	316	299	281	281												
2	493	477	459	459	442	426	412	396	396	381	363	346	330	330	313	296	280	264	264	247											
8	460	445	428	428	412	397	385	369	369	356	338	323	308	308	292	276	261	246	246	231	215										
4	427	413	397	397	382	368	357	343	343	332	314	300	286	286	271	256	243	228	228	214	200	185									
0	394	381	366	366	352	339	330	316	316	300	290	277	264	264	250	236	224	211	211	198	184	171	158								
0	394	381	366	366	352	339	330	316	316	300	290	277	264	264	250	236	224	211	211	198	184	171	158	158							
6	361	349	335	335	322	310	302	290	290	279	266	254	242	242	229	216	205	193	193	181	169	157	145	145	133						
2	328	317	304	304	292	281	275	264	264	253	242	231	220	220	208	196	187	176	176	165	154	143	132	132	121	110					
8	295	285	273	273	262	252	247	237	237	229	217	207	198	198	187	176	168	158	158	148	138	128	118	118	108	99	89				
4	262	253	242	242	232	223	220	213	213	202	193	184	176	176	167	156	149	140	140	132	123	114	105	105	96	88	79	70			

**INSTRUCTIONS:** Measure room to nearest half-foot. Call the greater measurement of length and width "Dimension A," and locate on chart. Follow column down vertically to intersection of column running horizontally from "Dimension B" or the smaller dimension.

**NOTE:** Approximately 10% has been included as a margin of safety.





# TONE Linoleum Tile Dimension A

	19-0	18-6	18-0	17-6	17-0	16-6	16-0	15-6	15-0	14-6	14-0	13-6	13-0	12-6	12-0	11-6	11-0	10-6	10-0	9-6	9-0	8-6	8-0	7-6	7-0	6-6	6-0	5-6	5-0
126																													
091	1056																												
056	1023	990																											
020	988	957	925																										
985	954	924	893	862																									
985	954	924	893	862	862																								
950	920	891	861	831	831	802																							
915	886	858	829	800	800	772	742																						
880	852	823	797	769	769	742	715	687																					
844	818	790	765	738	738	712	686	660	633																				
844	818	790	765	738	738	712	686	660	633	633																			
809	784	751	733	707	707	682	657	632	607	607	581																		
774	750	724	701	676	676	652	629	605	580	580	556	532																	
739	716	691	669	645	645	622	600	577	554	554	531	508	485																
704	682	658	637	614	614	592	571	550	528	528	506	484	464	440															
704	682	658	637	614	614	592	571	550	528	528	506	484	464	440	440														
568	648	625	605	583	583	562	542	522	501	501	480	459	438	418	418	397													
533	614	592	573	552	552	532	513	495	475	475	455	435	415	396	396	376	356												
598	580	559	541	521	521	502	484	467	448	448	430	411	392	374	374	355	336	317											
563	546	526	509	490	490	472	455	440	422	422	406	387	369	352	352	334	316	299	281										
563	546	526	509	490	490	472	455	440	422	422	406	387	369	352	352	334	316	299	281	281									
527	512	493	477	459	459	442	426	412	396	396	381	363	346	330	330	313	296	280	264	264	247								
492	478	460	445	428	428	412	397	385	369	369	356	338	323	308	308	292	276	261	246	246	231	215							
457	444	427	413	397	397	382	368	357	343	343	332	314	300	286	286	271	256	243	228	228	214	200	185						
422	410	394	381	366	366	352	339	330	316	316	300	290	277	264	264	250	236	224	211	211	198	184	171	158					
422	410	394	381	366	366	352	339	330	316	316	300	290	277	264	264	250	236	224	211	211	198	184	171	158	158				
386	376	361	349	335	335	322	310	302	290	290	279	266	254	242	242	229	216	205	193	193	181	169	157	145	145	133			
351	342	328	317	304	304	292	281	275	264	264	253	242	231	220	220	208	196	187	176	176	165	154	143	132	132	121	110		
316	308	295	285	273	273	262	252	247	237	237	229	217	207	198	198	187	176	168	158	158	148	138	128	118	118	108	99	89	
281	274	262	253	242	242	232	223	220	213	213	202	193	184	176	176	167	156	149	140	140	132	123	114	105	105	96	88	79	70

**INSTRUCTIONS:** Measure room to nearest half-foot. Call the greater measurement of length and width "Dimension A," and locate on chart. Follow column down vertically to intersection of column running horizontally from "Dimension B" or the smaller dimension.

**NOTE:** Approximately 10% has been included as a margin of safety.

# ESTIMATING CHART – BIRD $7\frac{1}{2} \times 7\frac{1}{2}$ DUOTO

**Dimension B**

	30-0	29-6	29-0	28-6	28-0	27-6	27-0	26-6	26-0	25-6	25-0	24-6	24-0	23-6	23-0	22-6	22-0	21-6	21-0	20-6	20-0	19-6	19-	
30-0	2534																							
29-6	2534	2534																						
29-0	2481	2481	2429																					
28-6	2428	2428	2378	2327																				
28-0	2376	2376	2324	2277	2220																			
27-6	2323	2323	2274	2224	2178	2130																		
27-0	2323	2323	2274	2224	2178	2130	2130																	
26-6	2270	2270	2223	2175	2128	2080	2080	2035																
26-0	2217	2217	2171	2125	2078	2032	2032	2008	1936															
25-6	2164	2164	2119	2074	2029	1984	1984	1939	1896	1849														
25-0	2111	2111	2068	2024	1980	1936	1936	1892	1850	1804	1760													
24-6	2111	2111	2068	2024	1980	1936	1936	1892	1850	1804	1760	1760												
24-0	2058	2058	2016	1974	1930	1888	1888	1845	1804	1758	1716	1716	1672											
23-6	2005	2005	1964	1923	1881	1840	1840	1798	1756	1725	1672	1672	1630	1588										
23-0	1952	1952	1912	1873	1831	1792	1792	1751	1710	1669	1628	1628	1587	1546	1507									
22-6	1899	1899	1861	1823	1780	1744	1744	1704	1663	1615	1584	1584	1544	1504	1466	1425								
22-0	1899	1899	1861	1823	1780	1744	1744	1704	1663	1615	1584	1584	1544	1504	1466	1425	1425							
21-6	1846	1846	1809	1772	1730	1696	1696	1657	1617	1578	1540	1540	1501	1462	1424	1386	1386	1347						
21-0	1793	1793	1757	1722	1680	1648	1648	1610	1570	1532	1496	1496	1458	1420	1383	1346	1346	1309	1271					
20-6	1740	1740	1706	1672	1630	1600	1600	1563	1518	1488	1452	1452	1415	1378	1343	1306	1306	1270	1234	1197				
20-0	1687	1687	1654	1621	1580	1552	1552	1516	1475	1444	1408	1408	1372	1336	1302	1267	1267	1232	1196	1161	1126			
19-6	1687	1687	1654	1621	1580	1552	1552	1516	1475	1444	1408	1408	1372	1336	1302	1267	1267	1232	1196	1161	1126	1126		
19-0	1634	1634	1602	1571	1530	1504	1504	1468	1426	1400	1364	1364	1329	1294	1261	1227	1227	1193	1159	1125	1091	1091	1056	1056
18-6	1581	1581	1551	1521	1480	1454	1454	1421	1380	1356	1320	1320	1286	1252	1220	1188	1188	1155	1121	1089	1053	1053	1020	1020
18-0	1528	1528	1499	1470	1430	1406	1406	1374	1334	1312	1276	1276	1243	1210	1179	1148	1148	1116	1084	1053	1020	1020	988	
17-6	1475	1475	1447	1420	1380	1358	1358	1327	1288	1262	1232	1232	1200	1168	1138	1109	1109	1078	1046	1017	985	985	954	
17-0	1475	1475	1447	1420	1380	1358	1358	1327	1288	1262	1232	1232	1200	1168	1138	1109	1109	1078	1046	1017	985	985	954	
16-6	1422	1422	1395	1369	1330	1310	1310	1280	1242	1218	1188	1188	1157	1126	1079	1069	1069	1039	1009	971	950	950	920	
16-0	1369	1369	1344	1318	1280	1262	1262	1233	1196	1174	1144	1144	1114	1084	1056	1030	1030	1001	971	935	915	915	886	
15-6	1316	1316	1292	1267	1230	1214	1214	1186	1150	1130	1100	1100	1071	1042	1015	990	990	962	934	899	880	880	852	
15-0	1263	1263	1240	1216	1180	1166	1166	1138	1105	1082	1056	1056	1028	1000	974	951	951	924	896	863	844	844	818	
14-6	1263	1263	1240	1216	1180	1166	1166	1138	1105	1082	1056	1056	1028	1000	974	951	951	924	896	863	844	844	818	
14-0	1210	1210	1189	1166	1130	1118	1118	1091	1062	1038	1012	1012	985	960	933	911	911	885	859	827	809	809	784	
13-6	1157	1157	1137	1116	1080	1070	1070	1043	1016	993	968	968	942	918	892	872	872	847	821	791	774	774	750	
13-0	1104	1104	1085	1065	1030	1022	1022	996	970	948	924	924	900	876	851	832	832	808	784	755	739	739	716	
12-6	1051	1051	1034	1015	990	974	974	951	924	902	880	880	857	833	810	793	793	770	746	719	704	704	682	
12-0	1051	1051	1034	1015	990	974	974	951	924	902	880	880	857	833	810	793	793	770	746	719	704	704	682	
11-6	1000	1000	982	965	941	924	924	904	878	858	836	836	814	791	769	753	753	731	709	683	668	668	648	
11-0	950	950	930	915	892	875	875	857	832	814	792	792	771	749	728	714	714	693	671	647	633	633	614	
10-6	897	897	878	864	843	827	827	810	785	770	748	748	728	710	687	674	674	654	634	611	598	598	580	
10-0	844	844	827	814	794	779	779	763	739	721	704	704	685	668	646	635	635	616	596	575	563	563	546	
9-6	844	844	827	814	794	779	779	763	739	721	704	704	685	668	646	635	635	616	596	575	563	563	546	
9-0	791	791	775	764	743	731	731	715	693	676	660	660	642	627	605	595	595	577	559	539	527	527	512	
8-6	738	738	723	713	696	683	683	667	646	632	616	616	600	585	564	556	556	538	521	503	492	492	478	
8-0	685	685	672	663	647	635	635	620	600	580	572	572	557	544	524	516	516	500	484	467	457	457	444	
7-6	632	632	618	607	598	587	587	572	554	541	528	528	514	502	484	477	477	461	446	431	422	422	410	
7-0	632	632	618	607	598	587	587	572	554	541	528	528	514	502	484	477	477	461	446	431	422	422	410	
6-6	580	580	568	556	549	539	539	525	508	493	484	484	471	460	443	437	437	422	409	395	386	386	370	
6-0	530	530	517	512	500	492	492	478	462	451	440	440	428	418	402	398	398	384	371	359	351	351	342	
5-6	477	477	465	461	451	444	444	431	415	405	396	396	385	377	363	358	358	345	334	323	316	316	308	
5-0	424	424	413	410	402	396	396	384	369	360	352	352	342	335	325	317	317	307	296	287	281	281	274	

Above figures indicate number of tiles required. — The combined width of both parallel borders should be subtracted from the over-all room measurement before estimating.

## Dimension A

6	19-0	18-6	18-0	17-6	17-0	16-6	16-0	15-6	15-0	14-6	14-0	13-6	13-0	12-6	12-0	11-6	11-0	10-6	10-0	9-6	9-0	8-6	8-0	7-6	7-0	6-6	6-0	5-6	5-0	
12	-																													
12	742																													
15	715	687																												
36	686	660	633																											
36	686	660	633	633																										
57	657	632	607	607	581																									
29	629	605	580	580	556	532																								
29	629	605	580	580	556	532	532																							
00	600	577	554	554	531	508	508	485																						
71	571	550	528	528	506	484	484	464	440																					
71	571	550	528	528	506	484	484	464	440	440																				
42	542	522	501	501	480	459	459	438	418	418	397																			
13	513	495	475	475	455	435	435	415	396	396	376	356																		
13	513	495	475	475	455	435	435	415	396	396	376	356	356																	
84	484	467	448	448	430	411	411	392	374	374	355	336	336	317																
55	455	440	422	422	406	387	387	369	352	352	334	316	316	299	281															
55	455	440	422	422	406	387	387	369	352	352	334	316	316	299	281	281														
26	426	412	396	396	381	363	363	346	330	330	313	296	296	280	264	264	247													
97	397	385	369	369	356	338	338	323	308	308	292	276	276	261	246	246	231	215												
97	397	385	369	369	356	338	338	323	308	308	292	276	276	261	246	246	231	215	215											
68	368	357	343	343	332	314	314	300	286	286	271	256	256	243	228	228	214	200	200	185										
39	339	330	316	316	300	290	290	277	264	264	250	236	236	224	211	211	198	184	184	171	158									
39	339	330	316	316	300	290	290	277	264	264	250	236	236	224	211	211	198	184	184	171	158	158								
110	310	302	290	290	279	266	266	254	242	242	229	216	216	205	193	193	181	169	169	157	145	145	133							
281	281	275	264	264	253	242	242	231	220	220	208	196	196	187	176	176	165	154	154	143	132	132	121	110						
281	281	275	264	264	253	242	242	231	220	220	208	196	196	187	176	176	165	154	154	143	132	132	121	110						
252	252	247	237	237	229	217	217	207	198	198	187	176	176	168	158	158	148	138	138	128	118	118	108	99	99	89				
223	223	220	213	213	202	193	193	184	176	176	167	156	156	149	140	140	132	123	123	114	105	105	96	88	88	79	70			
223	223	220	213	213	202	193	193	184	176	176	167	156	156	149	140	140	132	123	123	114	105	105	96	88	88	79	70	70		
194	194	192	184	184	177	169	169	156	154	154	146	136	136	130	125	125	115	107	107	100	92	92	84	77	77	69	61	61	53	

**INSTRUCTIONS:** Measure room to nearest half-foot. Call the greater measurement of length and width "Dimension A," and locate on chart. Follow column down vertically to intersection of column running horizontally from "Dimension B" or the smaller dimension.

**NOTE:** Approximately 10% has been included as a margin of safety.

# ESTIMATING CHART — BIRD 9 x 9 Linoleum Tile

Dimension B

	30-0	29-6	29-0	28-6	28-0	27-6	27-0	26-6	26-0	25-6	25-0	24-6	24-0	23-6	23-0	22-6	22-0	21-6	21-0	20-6	20-0	19-6	19-0	18-6	18-0	1-				
30-0	1760																													
29-6	1760	1760																												
29-0	1716	1716	1672																											
28-6	1672	1672	1630	1588																										
28-0	1672	1672	1630	1588	1588																									
27-6	1628	1628	1587	1546	1546	1507																								
27-0	1584	1584	1544	1504	1504	1466	1425																							
26-6	1584	1584	1544	1504	1504	1466	1425	1425																						
26-0	1540	1540	1501	1462	1462	1424	1386	1386	1347																					
25-6	1496	1496	1458	1420	1420	1383	1346	1346	1309	1271																				
25-0	1496	1496	1458	1420	1420	1383	1346	1346	1309	1271	1271																			
24-6	1452	1452	1415	1378	1378	1343	1306	1306	1270	1234	1234	1197																		
24-0	1408	1408	1372	1336	1336	1302	1267	1267	1232	1196	1196	1161	1126																	
23-6	1408	1408	1372	1336	1336	1302	1267	1267	1232	1196	1196	1161	1126	1126																
23-0	1364	1364	1329	1294	1294	1261	1227	1227	1193	1159	1159	1125	1091	1091	1056															
22-6	1320	1320	1286	1252	1252	1220	1188	1188	1155	1121	1121	1089	1056	1056	1023	990														
22-0	1320	1320	1286	1252	1252	1220	1188	1188	1155	1121	1121	1089	1056	1056	1023	990	990													
21-6	1276	1276	1243	1210	1210	1179	1148	1148	1116	1084	1084	1053	1020	1020	988	957	957	925												
21-0	1232	1232	1200	1168	1168	1138	1109	1109	1078	1046	1046	1017	985	985	954	924	924	893	862											
20-6	1232	1232	1200	1168	1168	1138	1109	1109	1078	1046	1046	1017	985	985	954	924	924	893	862	862										
20-0	1188	1188	1157	1126	1126	1097	1069	1069	1039	1009	1009	971	950	950	920	891	891	861	831	831	802									
19-6	1144	1144	1114	1084	1084	1056	1030	1030	1001	971	971	935	915	915	886	858	858	829	800	800	772	742								
19-0	1144	1144	1114	1084	1084	1056	1030	1030	1001	971	971	935	915	915	886	858	858	829	800	800	772	742	742							
18-6	1100	1100	1071	1042	1042	1015	990	990	962	934	934	899	880	880	852	823	823	797	769	769	742	715	715	687						
18-0	1056	1056	1028	1000	1000	974	951	951	924	896	896	863	844	844	818	790	790	765	738	738	712	686	686	660	638					
17-6	1056	1056	1028	1000	1000	974	951	951	924	896	896	863	844	844	818	790	790	765	738	738	712	686	686	660	633					
17-0	1012	1012	985	960	960	933	911	911	885	859	859	827	809	809	784	757	757	733	707	707	682	657	657	632	607					
16-6	968	968	942	918	918	892	872	872	847	821	821	791	774	774	750	724	724	701	676	676	652	629	629	605	580					
16-0	968	968	942	918	918	892	872	872	847	821	821	791	774	774	750	724	724	701	676	676	652	629	629	605	580					
15-6	924	924	900	876	876	851	832	832	808	784	784	755	739	739	716	691	691	669	645	645	622	600	600	577	554					
15-0	880	880	857	833	833	810	793	793	770	746	746	719	704	704	682	658	658	637	614	614	592	571	571	550	528					
14-6	880	880	857	833	833	810	793	793	770	746	746	719	704	704	682	658	658	637	614	614	592	571	571	550	528					
14-0	836	836	814	791	791	769	753	753	731	709	709	683	668	668	648	625	625	605	583	583	562	542	542	522	501					
13-6	792	792	771	749	749	728	714	714	693	671	671	647	633	633	614	592	592	573	552	552	532	513	513	495	475					
13-0	792	792	771	749	749	728	714	714	693	671	671	647	633	633	614	592	592	573	552	552	532	513	513	495	47					
12-6	748	748	728	710	710	687	674	674	654	634	634	611	598	598	580	559	559	541	521	521	502	484	484	467	448					
12-0	704	704	685	668	668	646	635	635	616	596	596	575	563	563	546	526	526	509	490	490	472	455	455	440	422					
11-6	704	704	685	668	668	646	635	635	616	596	596	575	563	563	546	526	526	509	490	490	472	455	455	440	422					
11-0	660	660	642	627	627	605	595	595	577	559	559	539	527	527	512	493	493	477	459	459	442	426	426	412	391					
10-6	616	616	600	585	585	564	556	556	538	521	521	503	492	492	478	460	460	445	428	428	412	397	397	385	360					
10-0	616	616	600	585	585	564	556	556	538	521	521	503	492	492	478	460	460	445	428	428	412	397	397	385	360					
9-6	572	572	557	544	544	524	516	516	500	484	484	467	457	457	444	427	427	413	397	397	382	368	368	357	341					
9-0	528	528	514	502	502	484	477	477	461	446	446	431	422	422	410	394	394	381	366	366	352	339	339	330	318					
8-6	528	528	514	502	502	484	477	477	461	446	446	431	422	422	410	394	394	381	366	366	352	339	339	330	318					
8-0	484	484	471	460	460	443	437	437	422	409	409	395	386	386	376	361	361	349	335	335	322	310	310	302	286					
7-6	440	440	428	418	418	402	398	398	384	371	371	359	351	351	342	328	328	317	304	304	292	281	281	275	264					
7-0	440	440	428	418	418	402	398	398	384	371	371	359	351	351	342	328	328	317	304	304	292	281	281	275	264					
6-6	396	396	385	377	377	363	358	358	345	334	334	323	316	316	308	295	295	285	273	273	262	252	252	247	237					
6-0	352	352	342	335	335	325	317	317	307	296	296	287	281	281	274	262	262	253	242	242	232	223	223	220	218					
5-6	352	352	342	335	335	325	317	317	307	296	296	287	281	281	274	262	262	253	242	242	232	223	223	220	218					
5-0	308	308	300	294	294	279	278	278	268	259	259	251	246	246	240	229	229	221	211	211	202	194	194	192	184					

Above figures indicate number of tiles required. — The combined